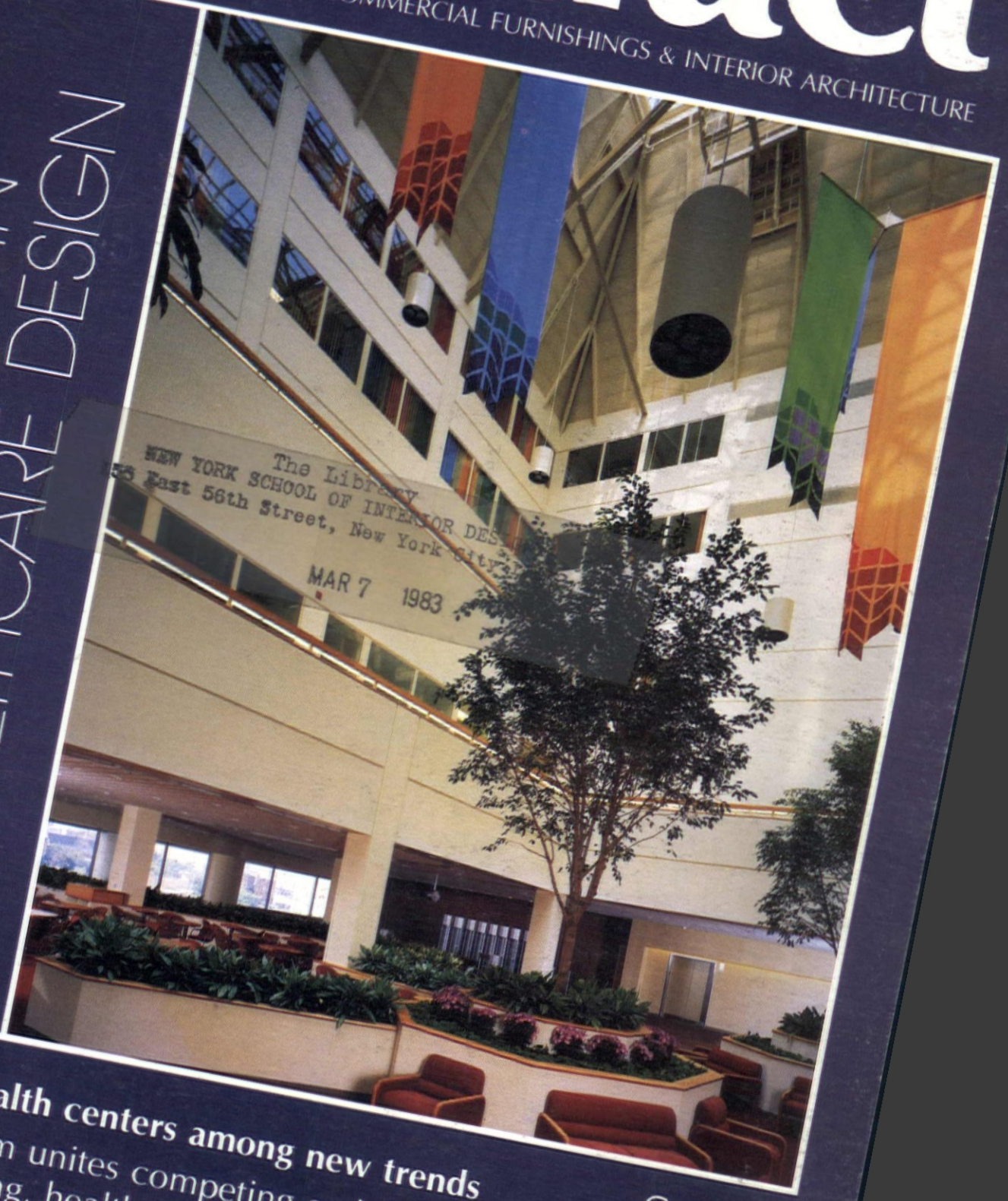
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FEBRUARY 1983

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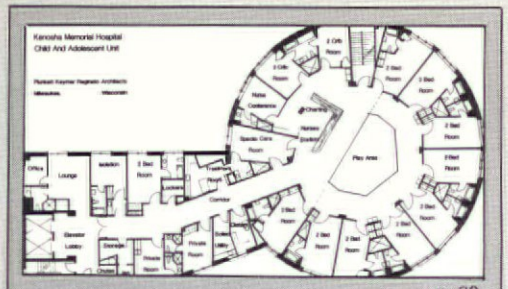
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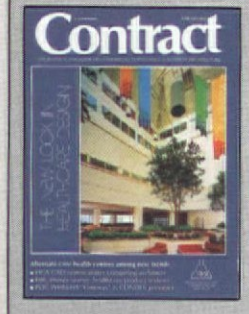
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p. 90





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Cover: *Rush-Presbyterian's humane-hospital-look atrium is depicted by graphic artist George Koizumi. Healthcare articles start on page 74.*

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Comfort, ease of maintenance, & extended use features contribute to good healthcare facility chair design

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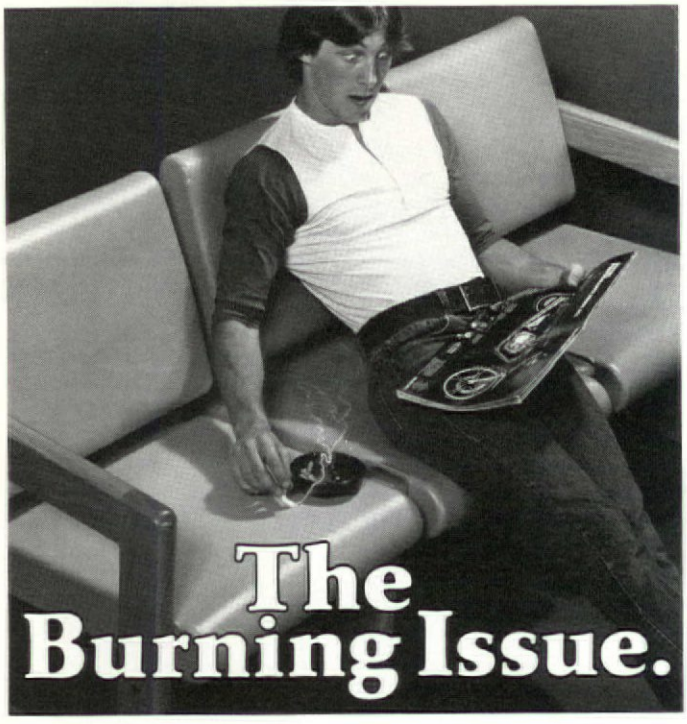
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Vol. 25 No. 2

March: Office Furniture & Design issue focuses on this market segment with state-of-the-art installations. Product reviews include: office furniture/furnishings, library furniture, California-style furnishings. Lighting World II, scheduled for April 25-27, New York, will be previewed. Plus, NEOCON Countdown, a series on the world's largest contract market, will be featured.

April: Hotel/motel/restaurant installations and hospitality furniture and furnishings product review. Preview National Restaurant Show, McCormick Place, Chicago, May 21-25. NEOCON Countdown—continuing coverage of the world's largest contract show and exhibition. Wallcoverings/surfacing materials product review of wallpapers, vinyls, and rigid materials. Plus: Special Preview of the Washington, D.C. Design Center, creation of The Merchandise Mart.

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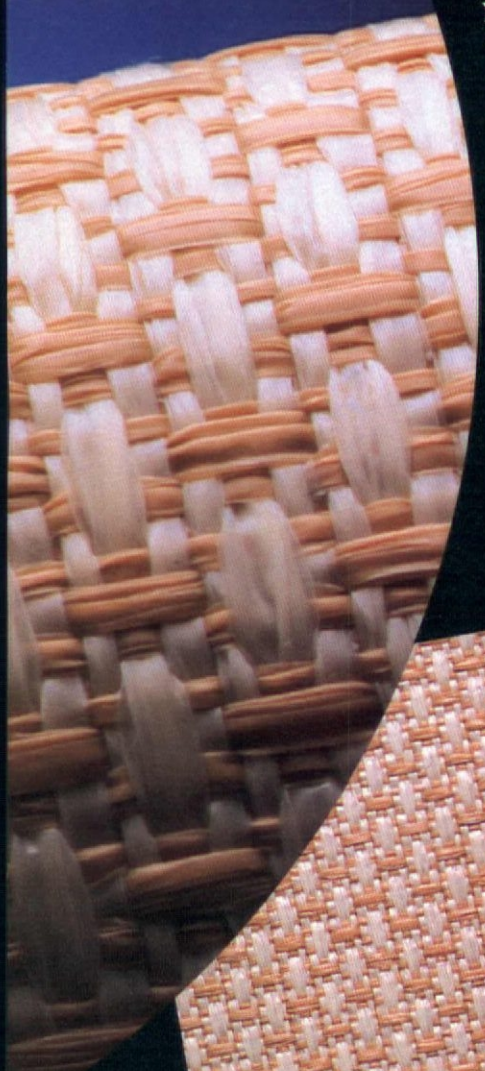
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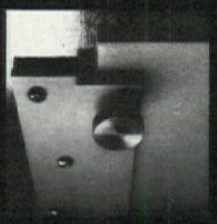
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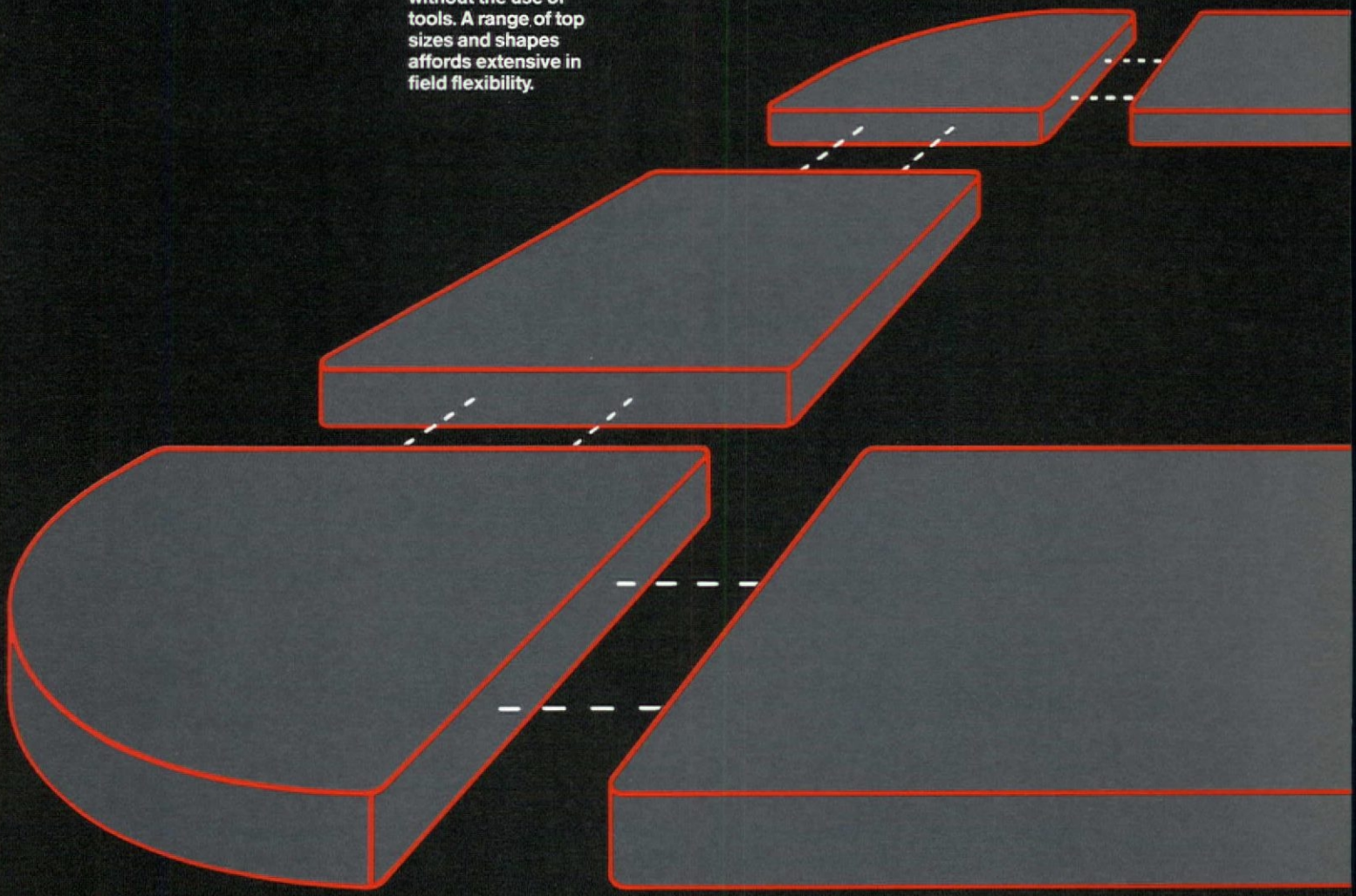
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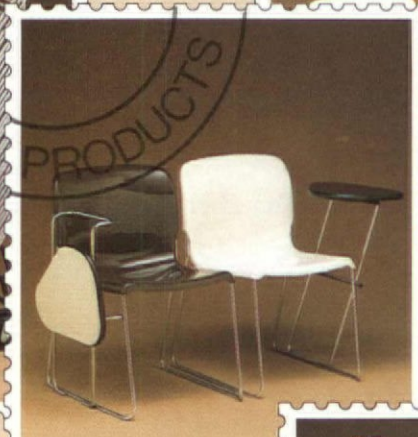
PRODUCTS

Epoxy leg finish



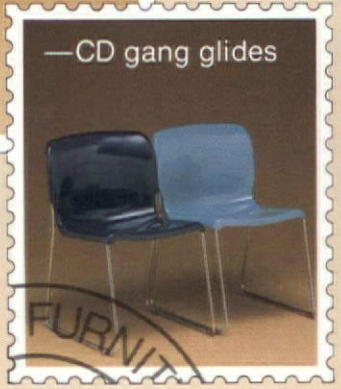
NEW

2002 arm chair



PRODUCTS

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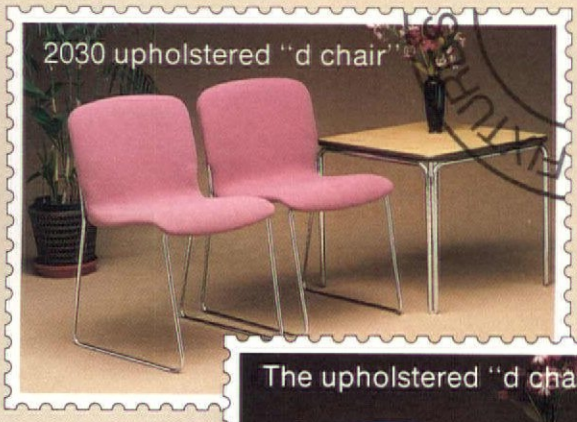
the serious collector.

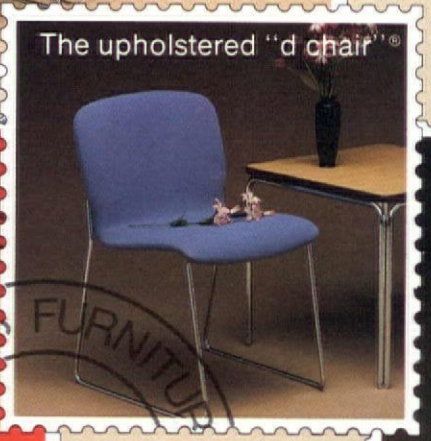


Now Fixtures turns to their fabric collection, and brings you a full range of colors and textures perfectly suited to the next step: the upholstered "d chair." Lush softness now enhances the dramatic sculpturing of the chair — bravo!

And they added rift cut white oak for a wood version that achieves natural warmth with a smooth even grain that flows with the curves of the chair and contrasts beautifully with the polished frame.

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SPIRAL STAIR SET STRAIGHT

Dear Editor: Frank E. Peteroy's article on human motor ability (Aug. 1982) includes several statements relating to nonstraight stairs, which require clarification. ". . . Spiral stairs are inherently more dangerous . . ." is a common misconception. Actually, spiral stairs are perceived to be less safe by most people, and consequently users tend to walk with more caution, usually holding on to the rail. Our studies indicate a lower rate of accidents on spiral stairs than on straight ones. Would it not, therefore, be more accurate to say that spiral stairs are inherently safer than straight stairs?

Another area requiring clarification is the confusion in definitions of spiral stairs and winders. In a spiral stair, all treads are of identical measurement, while the treads on winders have a variety of dimensions.

The final area of confusion is related to building code restrictions for nonstraight stairs. Generally, winders are no longer permitted, since most building codes require a flight of stairs to have treads of uniform dimensions. Spiral stairs, on the other hand, may be used in one- or two-family residences without restrictions. In commercial buildings, they may be used without restriction if the area is also served by a straight stair. The only restrictions imposed are when they are the primary means of egress.

Duvinage is a spiral stair manufacturer and will provide additional information on this subject for articles or papers.

CARL R. PEDERSEN
President
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LSU SEEKS DESIGN PROFESSOR

Dear Editor: The Interior Design Program at Louisiana State University (LSU), Baton Rouge, was recently granted a Quality Thrust faculty position from the State of Louisiana. As a result, we are looking for candidates available to fill this position for our fall semester by August 17, 1983.

Applicants must have environmental or interior design experience as well as background in media development or public relations. Responsibilities as a full professor, tenure track, would include interdisciplinary research in environmental design, research facilitation for existing faculty, media development for interior design programs, public relations for design disciplines regionally and nationally, and development of a graduate design program. In addition, applicants would be required to teach interdisciplinary studio work as well as seminar and lecture courses for graduate and undergraduate students.

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Associate Director
School of Architecture for Interior Design
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ERRATUM

In the December issue Product Showroom "'Old World' Design Approach Adapts Warehouse For Reuse As Fabric Showroom" (p. 44), project designers were incorrectly attributed. S. Harris San Francisco showroom space designers are Swimmer Cole Martinez Curtis, Los Angeles.

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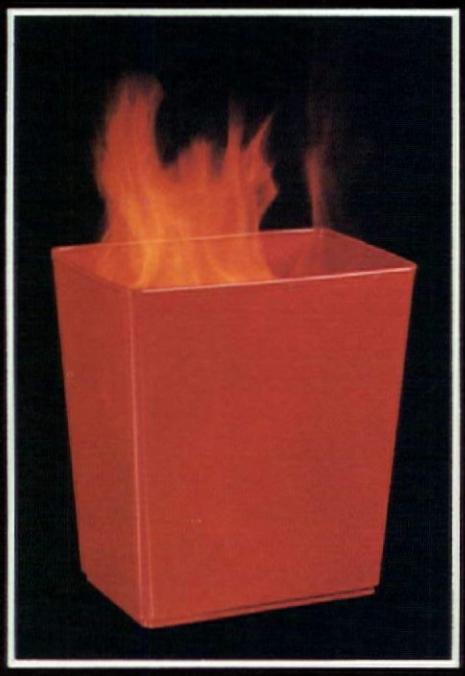
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Dean of Yale architecture school to speak on creativity theme at CONDES, March 3-5

Dallas, TX—"A Salute To Creativity In Space Planning And Design" is the theme of CONDES '83, the Dallas Contract/Design Show, March 3-5 at Dallas Market Center. Cesar Pelli, FAIA, dean of Yale University's School of Architecture, will lead one of five seminars relating to the creativity topic.

Pelli's seminar on March 4 will focus on architectural processes relating to his work. Seminars by Orlando Diaz-Azcuy, Gensler & Associates; John Saladino; Bruce Hannah, Knoll; and Charles Pfister, Metropolitan; will also be presented. They will analyze aims, methods of work, and special sources of inspiration.

Seminars for practical application

Eight additional seminars will focus on practical matters of concern to interior designers, architects, specifiers, office products dealers, facilities managers, and students. Topics range from "Design Alternatives—New Concepts In The Workplace" to "Negotiating Contracts To Improve Cash Flow." All seminars are free, though tickets should be ordered in advance to assure seating.

CONDES '83 will display new products, including those in six showrooms opened in the past year. "Facilities Managers Day," March 3, will explore methods by which facility managers and designers work together on major projects. Floorcovering seminars will also be held March 3. Exhibitors plan to host special events in flooring showrooms.

"Student day," March 5, will be highlighted with a talk by Ed Gips, national director, ASID, on "Finding The First Job." ASID student chapters in the southwest will participate. Announcement of the winner of the design competition for architecture and interior design students is to be made. The competition involves an outdoor restaurant and bar design for the expanded Loews Hotel Anatole, Dallas, with first prize of $1,000. Second place winner will receive $500.



CONDES keynote speaker Cesar Pelli will address creativity topics March 4.

Evening activities for the show include a concert by the Dallas Jazz Orchestra and a cocktail party, "Uptown Under Glass," hosted by CONDES exhibitors.

A full-day seminar, "How To Computerize Your Design and Planning," sponsored by two Gralla Publications magazines—CONTRACT and *Facilities Design & Management*—will be held the day before CONDES '83. Program leader is Robert L. Engel, president, R.L. Engel & Associates, Chatham, N.J., a consulting firm specializing in computer applications for facilities management and design. Focus of the seminar is to aid participants in determining computer system needs and selecting the proper equipment. Cost is $95 per person. The seminar will be held at the World Trade Center of the Market complex.

The Dallas Market Center has secured special hotel and motel rates for CONDES attendees. Its travel service also offers special rates with unlimited mileage on rental cars. Discounts up to 35 percent on American Airlines are available, as well. For reservations and travel information, call 800/527-9065 (except Texas); 800/442-7111 (in Texas).

For more information on CONDES seminars and the student design contest, write CONDES Public Relations, Dallas Market Center, 2100 Stemmons Freeway, Dallas, TX 75207; 800/427-1451 (except Texas); 800/442-1436 (in Texas).

For information on Gralla Publications' computer seminar, write Gralla Conferences, Attn: Hilary Plunkett, 1515 Broadway, New York, NY 10036; 800/223-6767 (except New York); 212/869-1300 (in New York).



Orlando Diaz-Azcuy (left), Gensler & Associates; and John Saladino (center) will discuss design aims, work methods, and inspirational sources at West Week. Ed Gips, ASID national director, will lead a job-related seminar for students.



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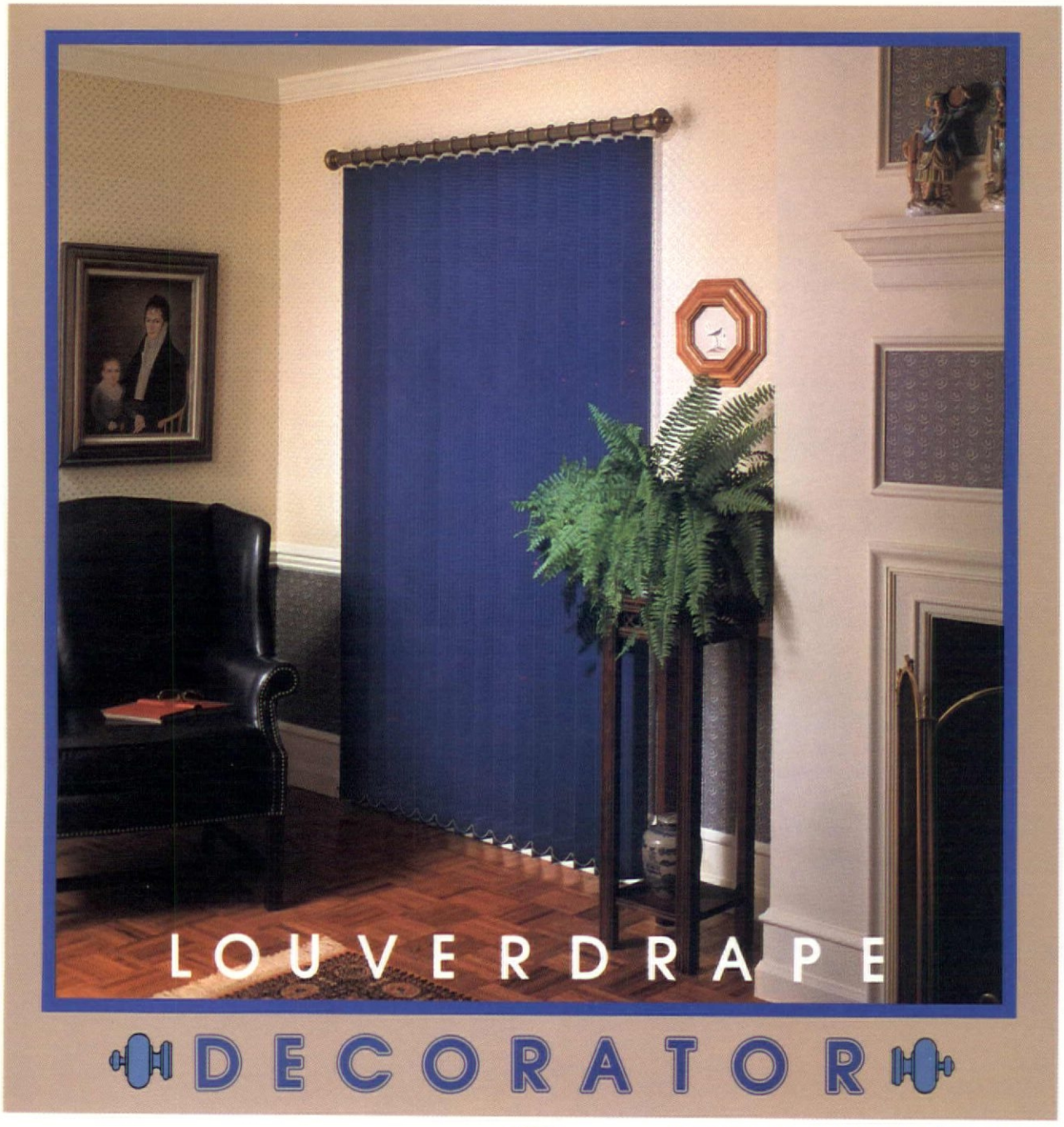
Baroque II by Colonnade...a move in the fast lane to practicality and style.

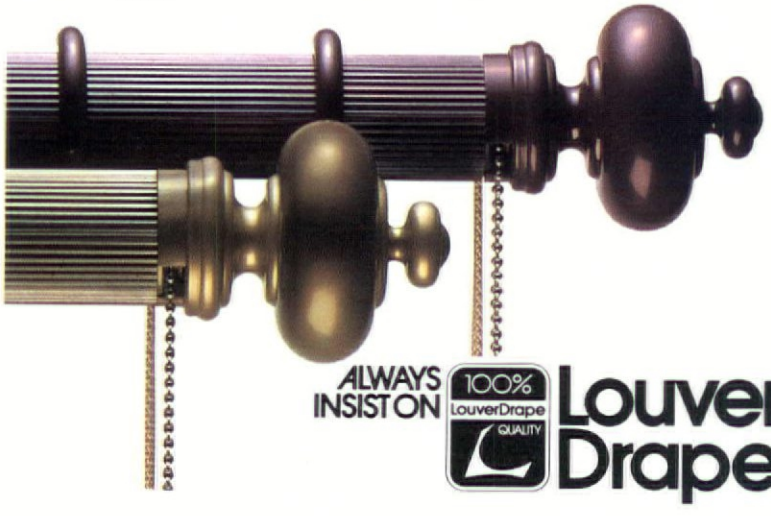
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Workspace '83 to showcase computer support furnishings

San Francisco—Workspace '83, an exhibition and conference for facilities design and management professionals, will be held April 19-20 in San Francisco's Civic Auditorium to help meet demands for computer support furnishings, shows and forums. It will open a new channel for distribution of furnishings, shows, and forums. It will open a institutional, and commercial offices, according to conference management.

"This much-needed event is for facilities managers and planners, architects, interior designers, and contract dealers," says Leonard S. Rogers, president of National Fairs Inc.

Programs offered include "Personal Workspace: New Problems in Proxemics;" "Four Space Planners Evaluate New Furnishings and New Ideas for the Computerized Office;" "Disciplining Design for the Electronic Office;" "Anatomy of a Corporate Office Redesign;" "New Profit Opportunities for the Contract Dealer;" and "Countdown to George Orwell's 1984."

Exhibits will include open plan systems, seating, executive furniture, computer-aided design, and other office-related displays. For Workspace '83 information, contact Charley Yourd, The Charles Co., 44 Montgomery St., Suite 500, San Francisco, CA 94104. (415) 931-8255.

22 Canadian firms exhibit furnishings in second U.S. show

Atlanta—The second all-Canadian exhibit of contract and institutional furniture and specialty products, sponsored by the Canadian Consulate General, will be held March 15-16 in the Grande Concourse, Omni International.

Displays will include contemporary seating, desks, conference tables, systems, components, lateral files, accessories, partitions, acoustical wall treatments, and ceiling products.

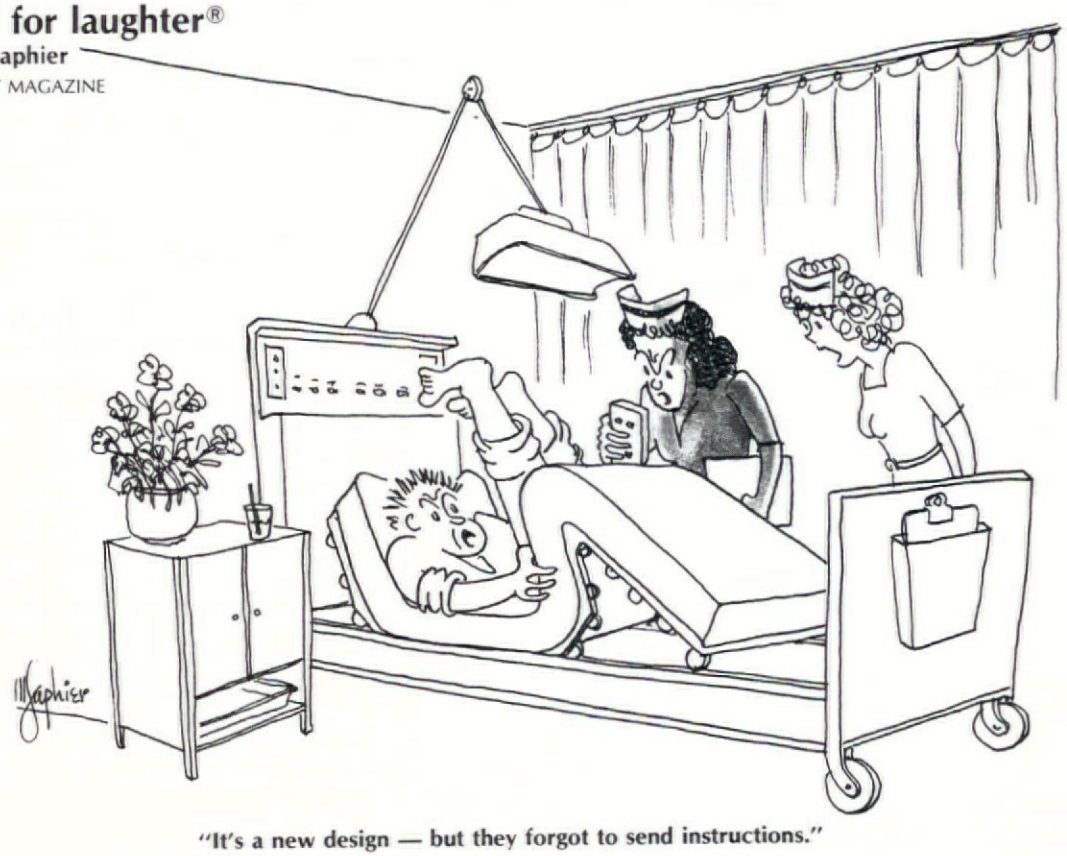
Among the exhibitors are Arconas Corp., Cambridge Store, Egan Visual, Ficobec-Lincora, Global Upholstery, Group Four, Karl Guttmann, Krug Furniture, Montel Inc., and OSC Partitions. Also displaying products are Ram Partitions, Ste. Marie Laurent, Storwal, Ambiant, Fine Edge International, and D&E Woodworks. Other exhibitors include Avenger Designs, Dynamic Custom Equipment, Idar Building Systems Ltd., Xception Design, BCB Meubles Ltd., and Helko Systems Furniture Inc.

For more information, contact H.W. Guy, Consul and Senior Trade Commissioner, Canadian Consulate General, 400 South Omni International, Atlanta, GA 30303; 404/577-6810.

Winchester elected IPA president

Portland, Ore.—Stanley Winchester, Living Interiors Inc., has been elected president, Interior Plantscape Association (IPA), for the 1982-83 term. Other officers elected by IPA include vice president/eastern sector Irene Mastick, Foliage Plant Systems Inc.; vice president/western sector Theresa L. Pesapane, Growing Green, Inc.; and secretary Mary Bauer, Plantscapes by Anything Grows.

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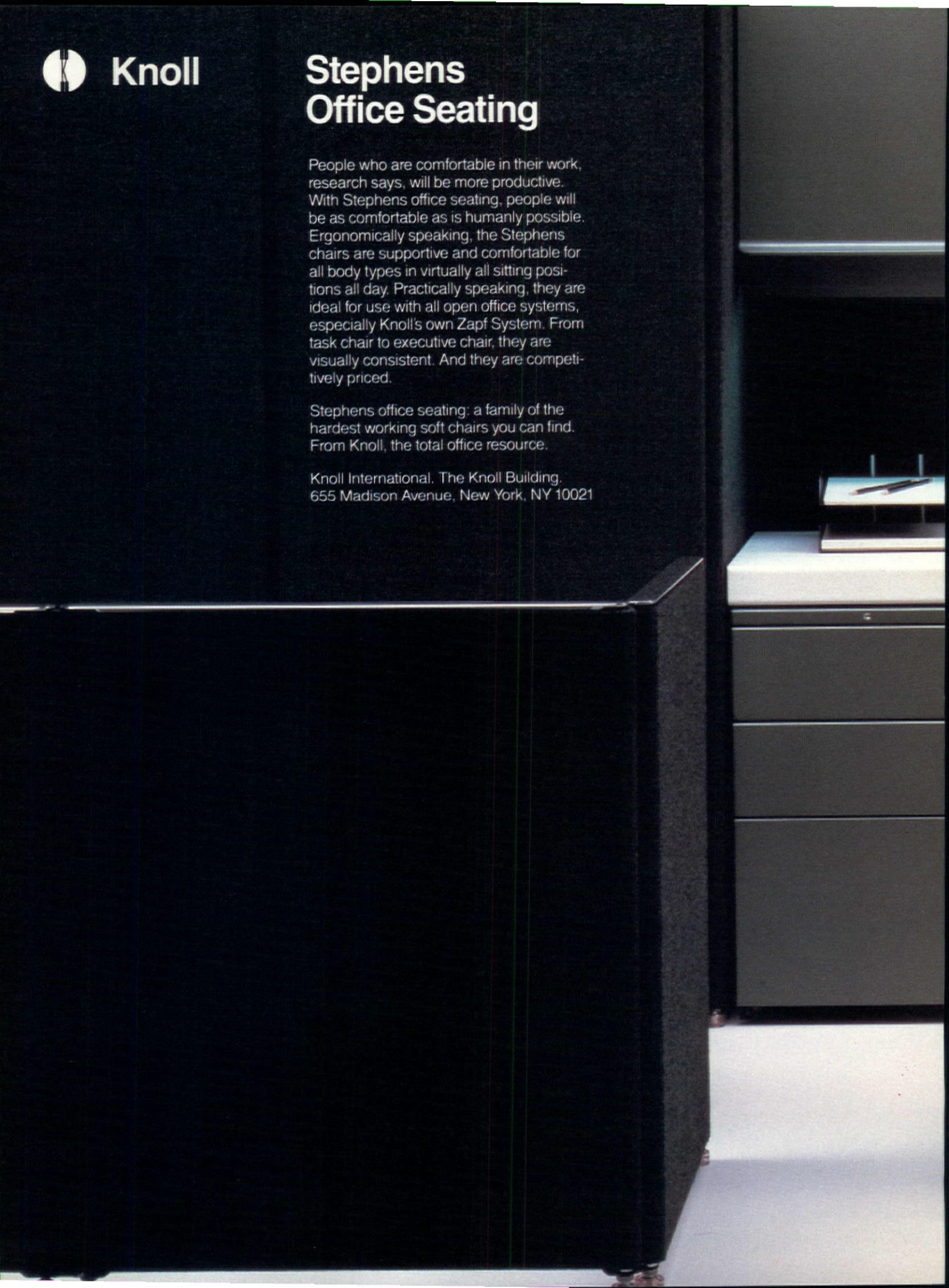
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Circle 50

Danish exhibition of design creativity moves to AIA HQ

Washington, D.C.—"DESIGN: The Problem Comes First," an exhibition sponsored by the Danish Design Council, moves from Chicago's Museum of Science and Industry to the American Institute of Architects (AIA) headquarters for showing in June.

Instead of illustrating design as a finished product only, the exhibition explores the idea behind the product and the creative process preceding it. The goal of the exhibition is to prove that good design is as much asking the right questions as answering them.

Furniture and lighting, traditionally associated with Danish design, are represented, but one-half of the 26 products displayed are examples of industrial creativity in new fields.

The show includes graphics, drawings, photographs, and displays of products. A slide presentation and a 120-page book supplement the exhibition.

200 students rally for IBD's three-day career seminar

New York—More than 200 students from across the nation gathered at the Fashion Institute of Technology November 4-6, 1982 for "Careers Unlimited," a program of seminars and factory and showroom tours for career orientation in interior design. The event was sponsored by the Institute of Business Designers (IBD).

Intrex, Scope, Edward Fields, and Scalamandre sponsored factory tours while other manufacturers opened showrooms. Steelcase hosted a program on the work of Frank Lloyd Wright presented by Edgar Tafel, AIA, and Arthur Rosenblatt, FAIA. Other seminars included: Will Carlin on dental design; Susan Forbes, ASID, on restaurant design; Richard Zampi on corporate design; Mark Kates, AIA, on store design; Georgio Cavaglieri, FAIA, on historical preservation; Ralph Larsen of the General Services Administration (GSA) on government design; Alfred Scholze on lighting design; and Ruth Hirsch on how to secure your first job.

Robert Cadwallader, president, Designer's Saturday, presented Frank Judson, president, Foundation for Interior Design Education Research (FIDER), $3,000 in lieu of a student day program at Designer's Saturday, 1982.

Southeast design show premieres Oct. 20-22

Atlanta, Ga.—CONEXION '83 marks Atlanta Market Center's (AMC) newest contract and design exposition. Scheduled October 20-22 at AMC's downtown complex, the show is intended for designers, architects, specifiers, contract dealers, and corporate facility managers throughout the southeast region.

Show headquarters will be the Atlanta Merchandise Mart with temporary product displays, contract-related permanent showroom participation, and seminars. Marketgoers will shuttle to participating local showrooms outside the Mart, and to the Atlanta Decorative Arts Center (ADAC), a component of the AMC.

Representatives from major furniture and carpet manufacturers, and prominent interior designers and architects comprise CONEXION's advisory board.

Gold Key Awards given in 3 categories at IH/M&RS Show

New York—First place winners in the Gold Key Awards competition for excellence in interior design were recently announced at the 67th annual International Hotel/Motel & Restaurant Show (IH/M&RS).

Nearly 100 entries representing foreign and domestic groups were judged in the contest under the auspices of the American Hotel & Motel Association. The three award recipients were selected from 15 finalists. Preliminary and final judging was based on artists' renderings and photographs of areas either constructed or to be constructed during the period of January, 1981 through December, 1983.

Judges included Len Corlin, co-publisher/editor, CONTRACT, and editors of four other interior design publications.

Gold Key Awards were presented in each of three categories: formal dining area/restaurant to Jeanne's Restaurant, New York; guest room to Centralla Hotel, Pacific Grove, Calif.; and front desk/lobby to Capitol Plaza Hotel, Trenton, N.J.



Pacific Design Center gala benefits City of Hope Medical Center

Los Angeles–*Shown (from l. to r.) at the City of Hope National Medical Center here are John R. Benfield, M.D., chairman, City of Hope surgery div.; James Goodwin, Pacific Design Center (PDC) publicity director; Randy Baker, representative and member, PDC board of directors; and Murray Feldman, PDC executive director. The group toured the free medical center and research institute that specializes in disease as a prelude to a recent PDC open house and fundraising event that benefited the medical center.*

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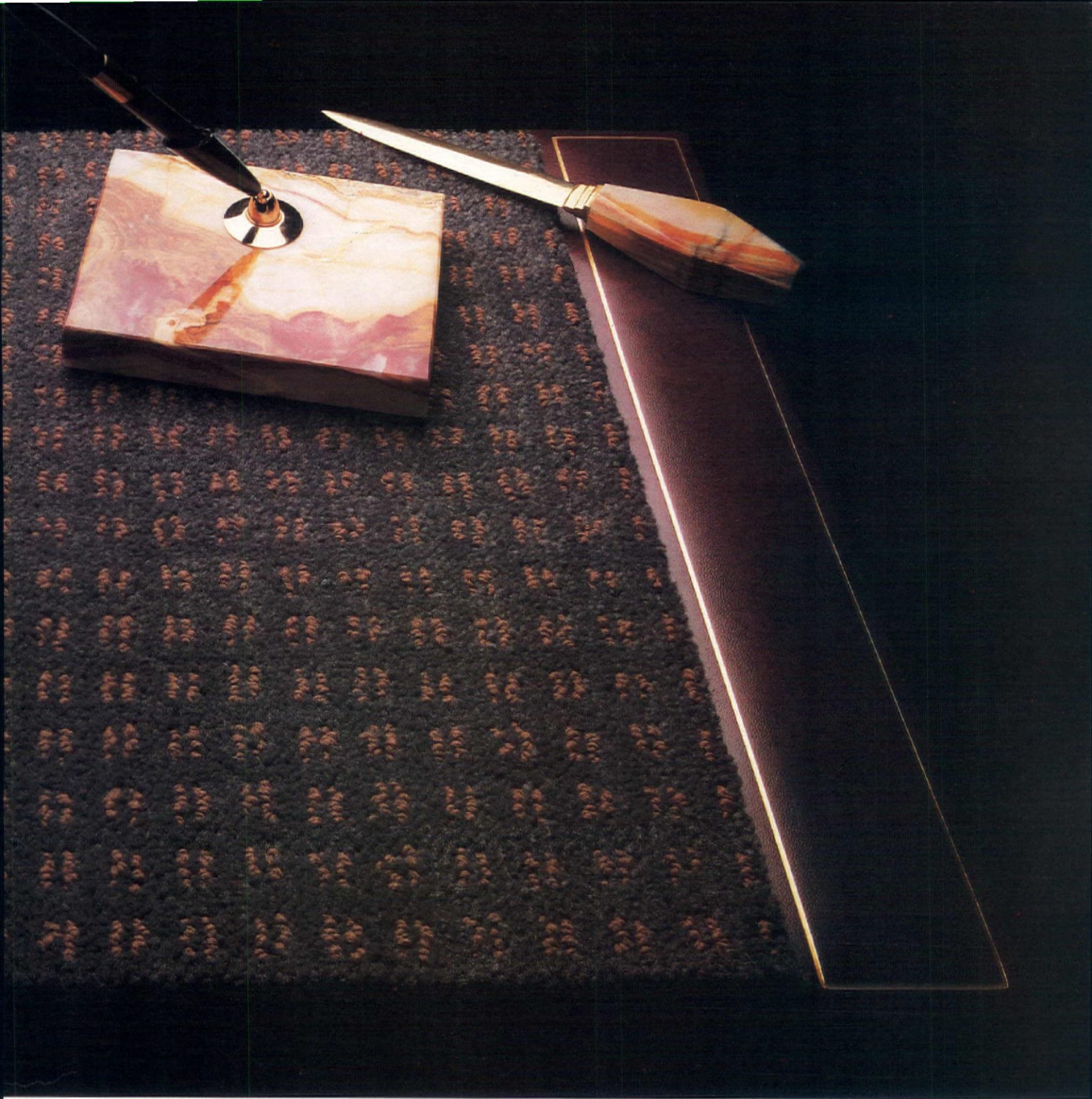
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Design for future is IDCA topic, June 12-17, 1983

Aspen, Colo.—"The Future Isn't What It Used To Be—A Conference For Tomorrow And Today" is the title and theme of the 33rd annual International Design Conference in Aspen (IDCA) scheduled for June 12-17.

Conference programs include presentations on designers' views of the future, limits to planning and design, emerging talent in the design professions, and changing expectations. Speakers will lead both formal and informal sessions on perceptions of the future and related issues. Programs also emphasize new generations in design and issues confronting them.

Forum leaders include IBM-sponsored International Fellows and young American design professionals.

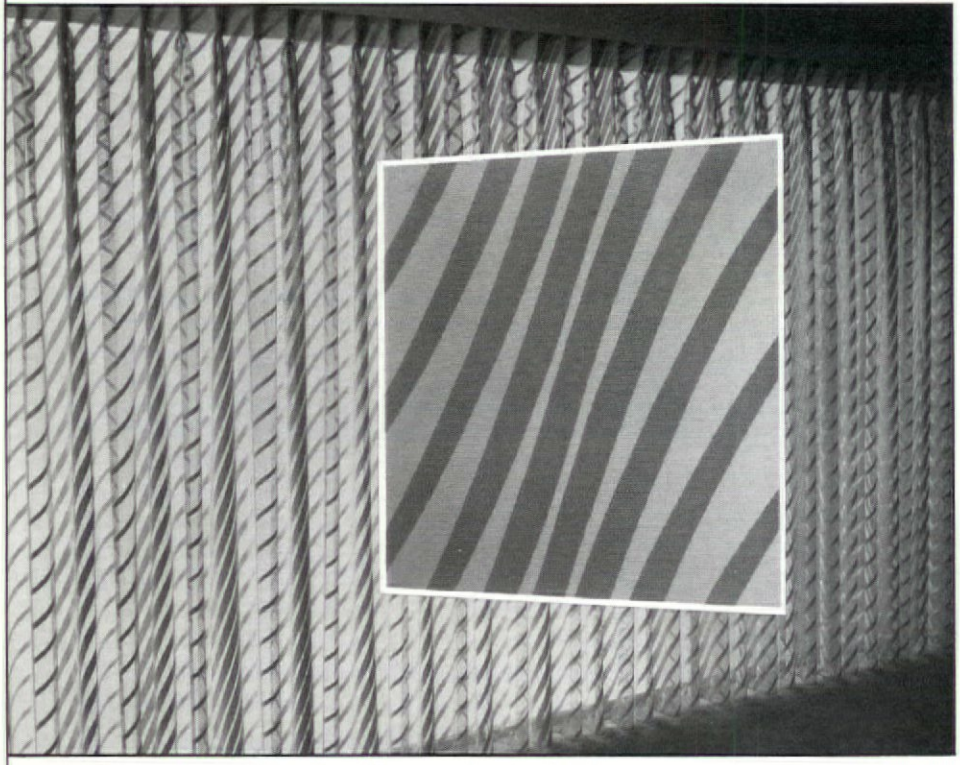
Major film showings and an all-conference workshop to design a time capsule which will be buried here in June round out the conference.



Southwest Interior Design Center opening draws 2,500 industry celebrants

Phoenix, Ariz.–*More than 2,500 manufacturers, distributors, and specifiers attended the recent opening of the Southwest Interior Design Center, this area's newest interior design showplace. Among attendees were (from l. to r.) Arthur Rohr and Gary Thomas of Blake House; Cindy Williams of Horizon; Don Shapiro of Blake House; and Hal Williams of Horizon. All five are tenants in the showplace which is now 65 percent leased.*

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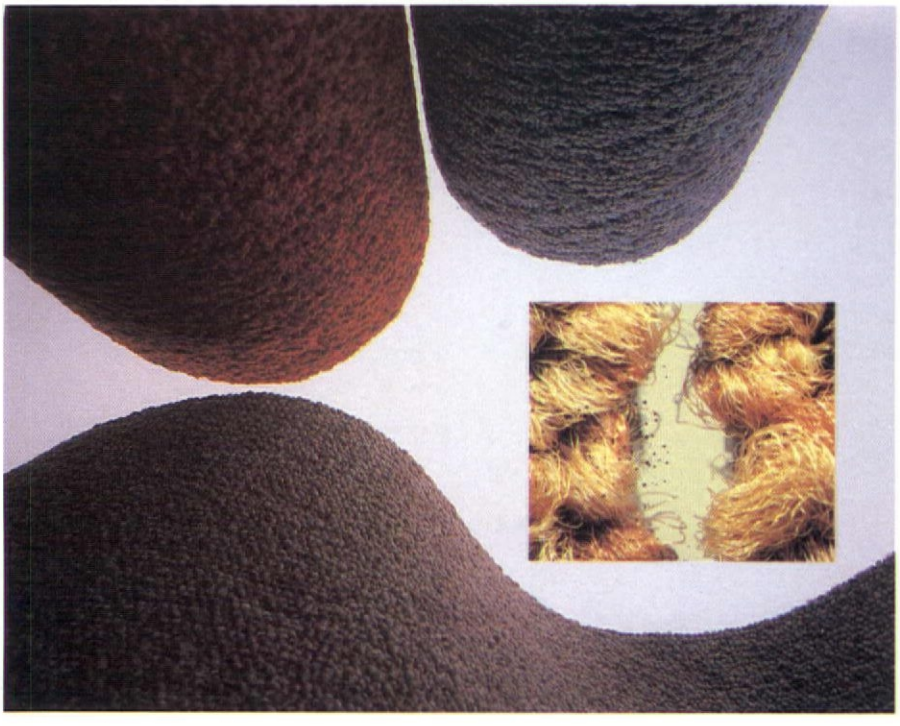
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Microphoto (inset) reveals fungus growth on carpet pile after week in control chamber. Bioguard carpet (right) shows no growth and stays hygienically fresh.



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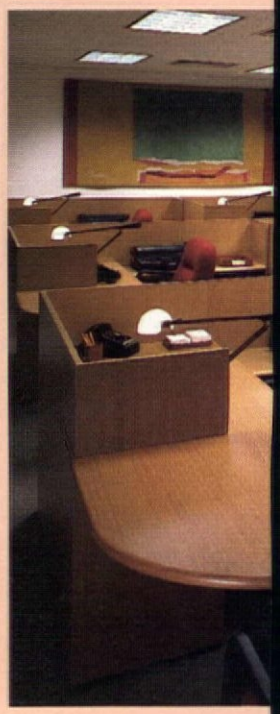
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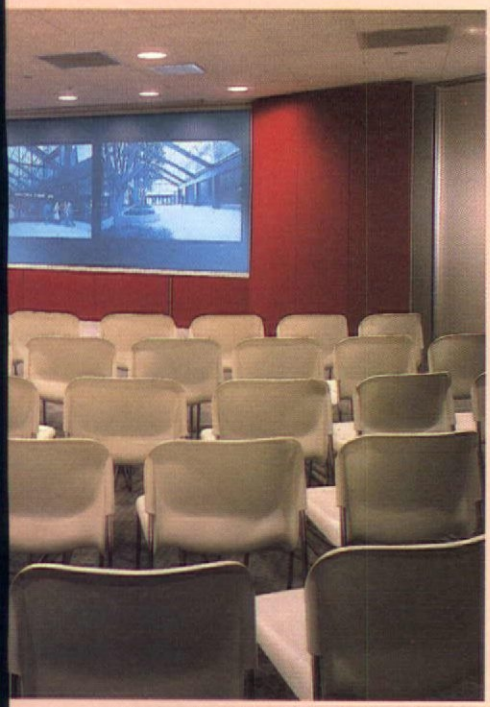
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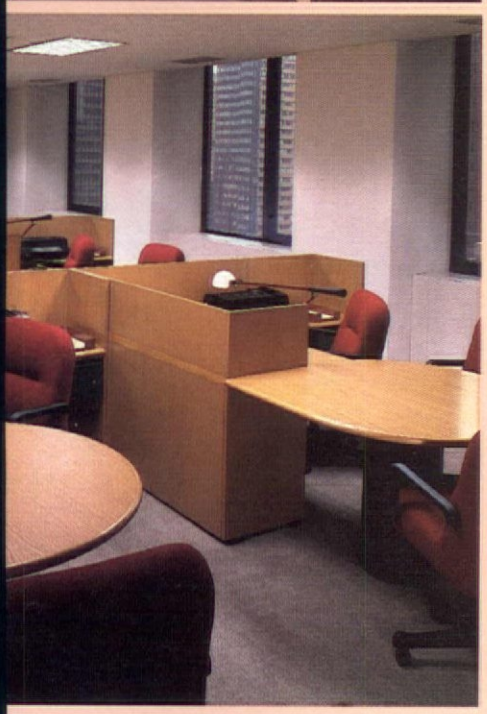






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Ohio/Kentucky IBD stresses computers in March 4 exposition

Louisville, Ky.—Computer-related furnishings and office equipment are the emphasis of Designer's Expo '83, sponsored by the Kentucky Area/Ohio Regional chapter of the Institute of Business Designers (IBD), March 4.

Representatives of more than 60 manufacturers will present business products, furniture, floorcovering, wallcovering, fabric, and lighting. Two seminars—"Office of the Future," and "Addressing the Human Factor"—include leaders Dean Richardson, Lawrence Lerner, Mitchell Kohn, Joel Makower, Marvin Dainoff, and moderator Jo Heinz.

David F. Cooke, national president, IBD, will keynote the event with a 10 a.m. address.

For information on the exposition, contact IBD Kentucky Area/Ohio Regional Chapter, P.O. Box 516, Louisville, KY 40201.



Structure will house The Design Exchange.

Design Exchange beginning renovation in garment district

Kansas City, Mo.—Adjoining buildings in the garment district are being renovated to house a center for design-oriented professions and resources. Called The Design Exchange, the complex will offer 65,000 sq. ft. of space for offices, studios, and showrooms.

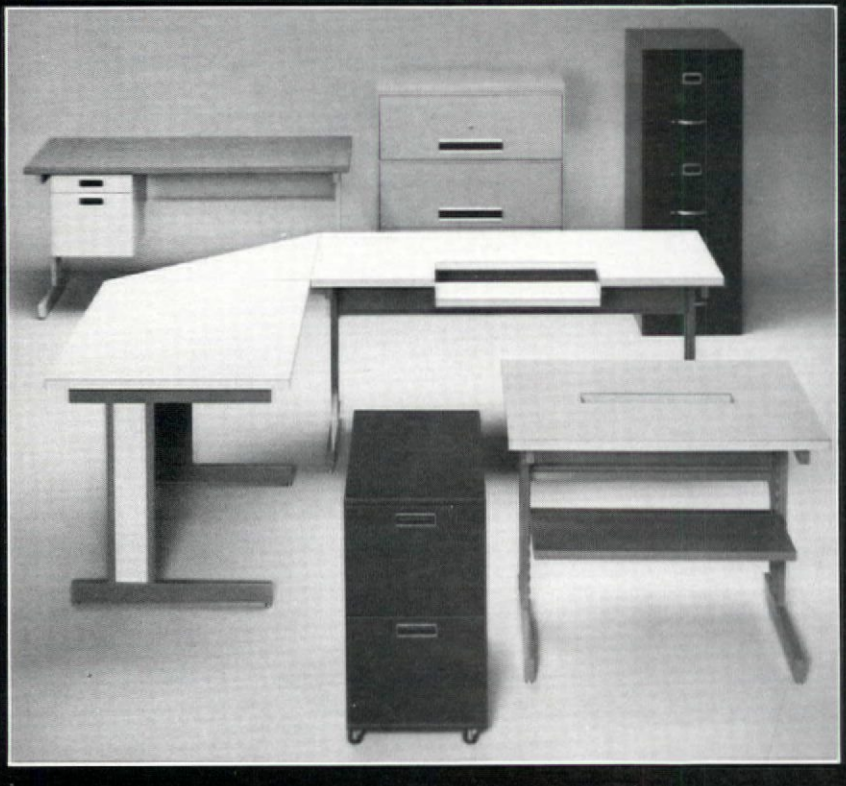
Leased space will be available to architects, designers, contract furnishings representatives, graphics designers, and commercial artists. For more information call 861/842-2177.

Owings awarded AIA's Gold Medal

Washington, D.C.—Architect and urban designer Nathaniel A. Owings, FAIA, co-founder of Skidmore, Owings & Merrill, is the recipient of the American Institute of Architects (AIA) Gold Medal, the society's highest award.

Owings, who has campaigned for high urban design standards in America's cities, will receive the award at the 1983 AIA National Convention in New Orleans in May.

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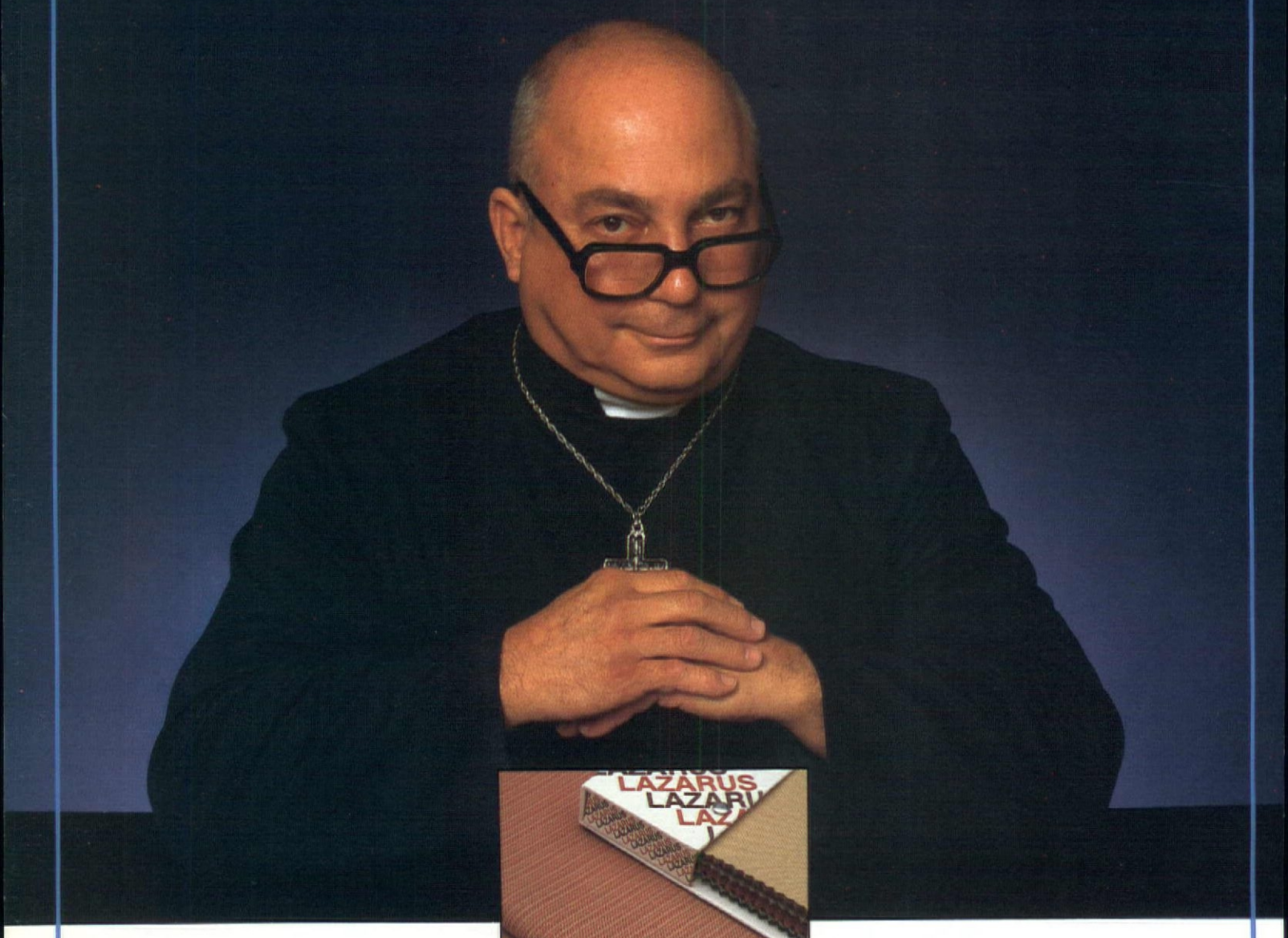
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That's not all. Our reputation for service and on-time delivery is probably the best in the business. Most orders, in fact, ship within 48 hours. But when you're working with professionals like Lazarus, would you expect any less? In fact, we'll turn down an order before we mislead you on a delivery date. And that's the gospel truth.



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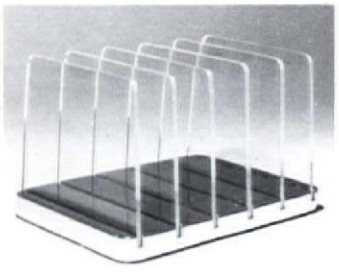
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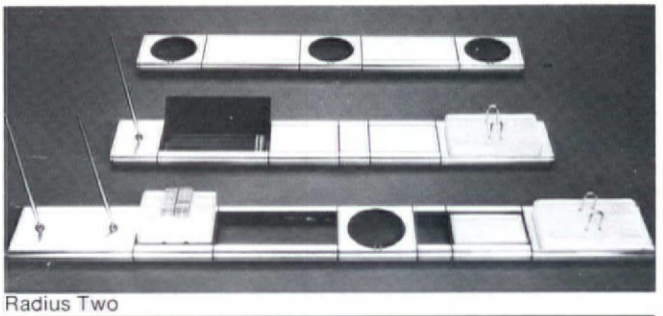
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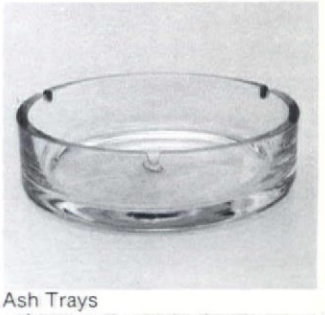
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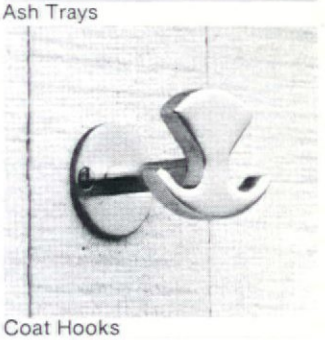
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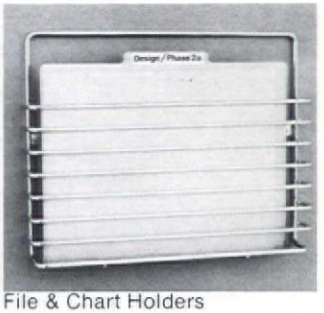
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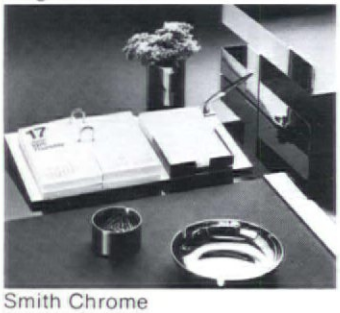
File & Chart Holders



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Smith Chrome



Floor Urns



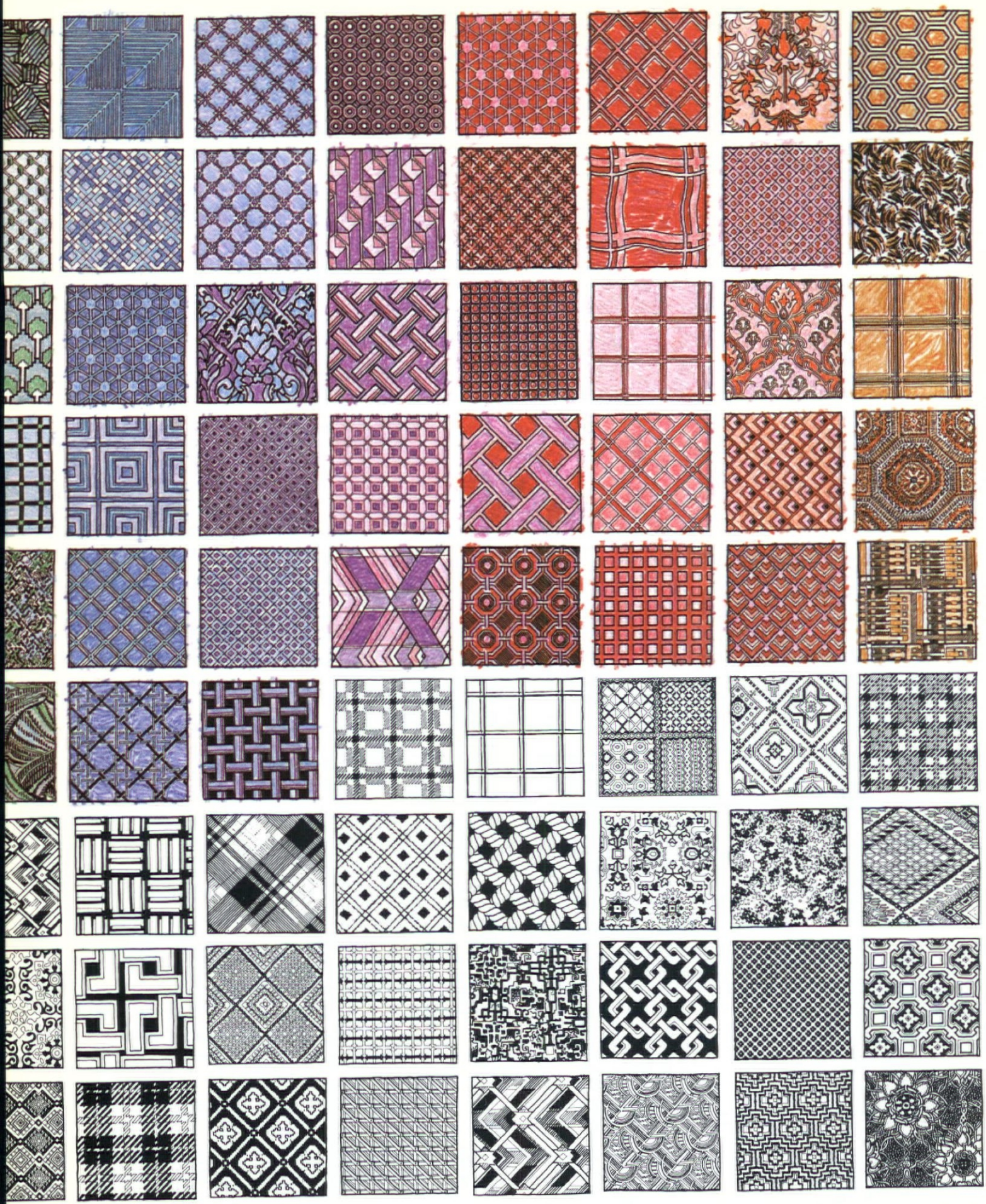
Wall Urns



Planters

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Your clients have made an above-average investment in quality. Decor and image are important to them. But this investment can slowly succumb to the ravages of "deteriorating decor". Fine fabrics and carpets usually don't wear out. They "ugly" out . . . from improper care or accumulated neglect.

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FIBER-SEAL Service Centers are located in more than 100 locations throughout the U.S. and worldwide.

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Fiber-Seal was selected as the Fabric Care System for Carpeting and Fabrics in the Rush-Presbyterian health care installation featured in this issue of Contract.

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"Elegance is created out of sheer simplicity. And the effect is dazzling." **Fred Palatinus,** Interior Designer, Bloomingdale's, New York City

Dining becomes glamorous entertaining. Multi-optical lighting, glass, white tile, and Levolor Horizontal and Vertical Blinds all work together. Gloriously. Levolor Blinds parallel the horizontal and vertical lines of the tile. An elegant plan. Matching accents of reef blue give the room a graphic continuity. Simple and refined. And only Levolor makes horizontal and vertical blinds that match, in hundreds of colors, textures, and finishes. For details, write Levolor Lorentzen, Inc., 1280 Wall Street West, Lyndhurst, N.J. 07071.

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Products marketed at worldwide exhibition

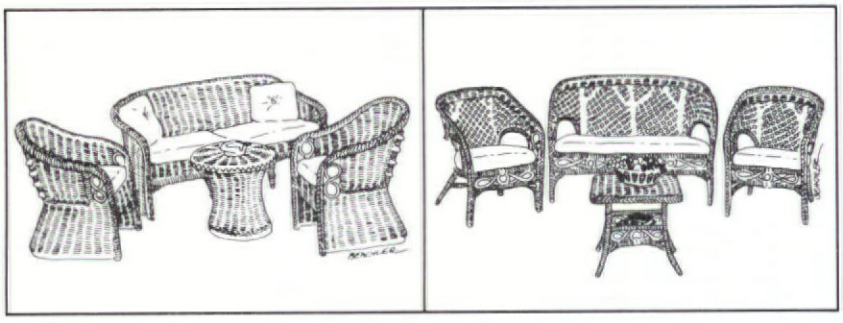
London—Contract products and sources for the international market will be shown at the annual exhibition Interior Design International, May 15-19.

International visitors are aided by a multi-language information service provided by Westbourne Exhibitions Limited, organizers of the event. Architects, designers, specifiers, and buyers are expected to attend, according to exhibition management.

Products on display include office systems, furniture, lighting, floorcoverings, wallcoverings, textiles, upholstery, partitions, and ceiling systems for commercial interiors.

For information on manufacturers' exhibit space, contact Nicola West, sales manager, Westbourne Exhibitions Limited, Crown House, Morden, Surrey SM4 5EB, England; 01-540-1101; Telex 926726 Wexpub G.

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SHOWROOMS: Los Angeles Home Furnishing Mart, L.A.; Merchandise Mart, Chicago; Southern Exposition Building, High Point; Western Merchandise Mart, San Francisco; Atlanta Merchandise Mart, Atlanta; Dallas World Trade Center, Dallas; Orlando Import Co., Orlando.

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IF/ASID request uniform building & fire codes

Stamford, Conn.—A uniform building and fire code is requested by members of the Industry Foundation (IF) and the American Society of Interior Designers (ASID) Connecticut chapters. During a recent forum on industry codes, Avrum Vinnick, Bernard Vinnick Associates, moderated panelists Jeffrey Brown, product manager, Milliken Carpets, and incoming IF co-chairman; Ed Bacon, chief of technical services, Bureau of State Fire Marshals; and Leo Belvel, State Building Inspection Unit.

Brown criticized current standards of testing, particularly the Steiner Tunnel Test which involves applying materials to the ceiling of a chamber and igniting the flame. "The Steiner Test is a farce because you never obtain the same results," he said. "Carpet manufacturers simply keep submitting their product until positive results are achieved." Milliken no longer implements the test. "We at Milliken feel the Pill Test to be more effective," Brown says. "This test involves igniting a methenamine pill. If more than 4-in. diameter of carpet burns before the pill is finished burning, the product has failed."

Controlling replacement of original materials is one of the primary concerns of local fire marshals, Bacon explains. "Ideally, a local fire marshal has to make an inspection of every occupancy once a year," he says. "This is totally impossible because of understaffing. So we have to establish priorities, which include educational and healthcare facilities. Office buildings are secondary and residences receive the least attention," according to Bacon.

Construction begun on energy-saving office tower

Cincinnati, Oh.—Construction has begun on a 529,000-sq.-ft. office tower designed to be one of the most energy-efficient structures of its size in the city.

Developed by the Prudential Insurance Company of America, the 29-story, high-efficiency building is being designed and engineered by 3D/International of Houston.



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brayton textile collection

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somethings are irresistable . . .



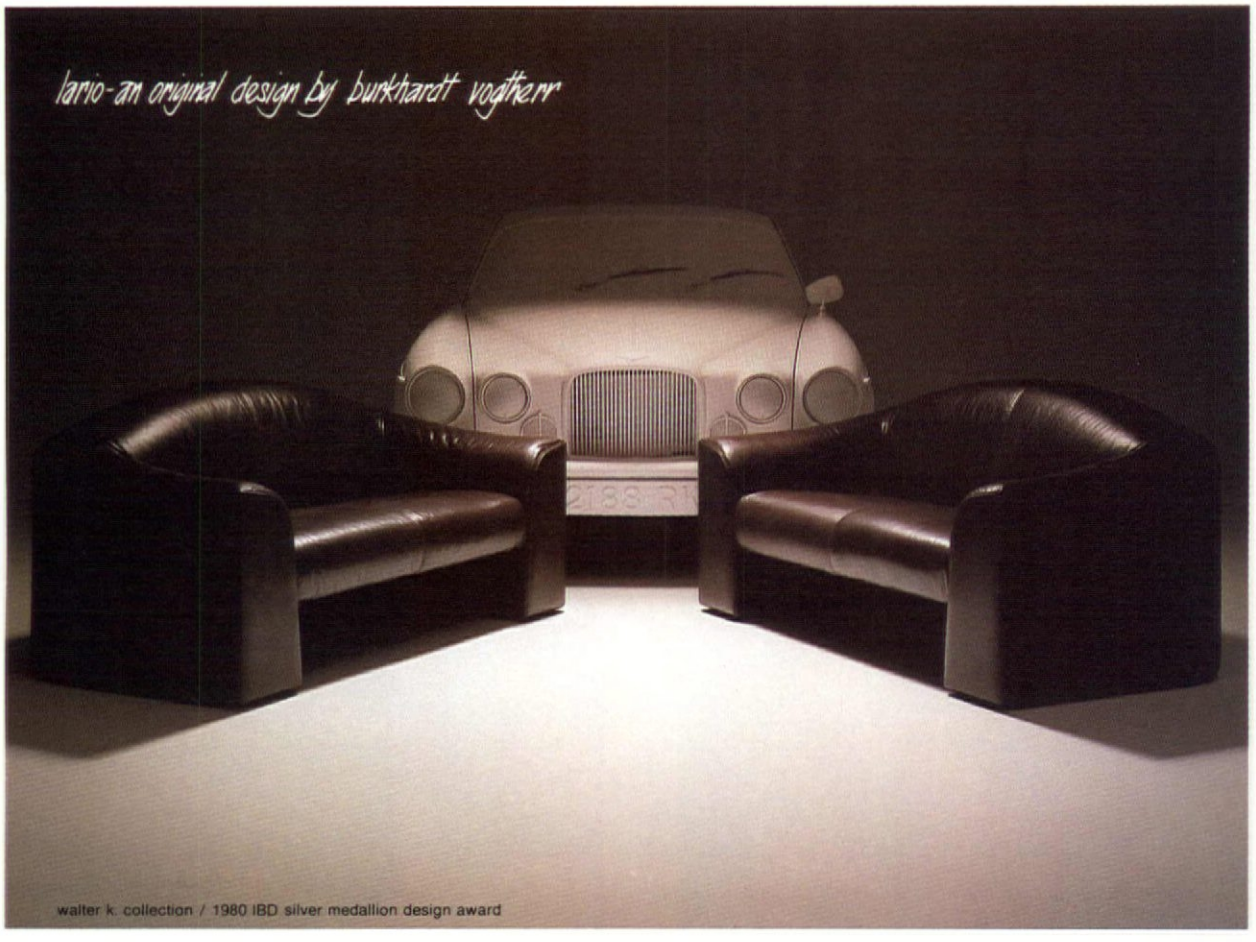
. . . a classic car, an elegant woman, a man in uniform . . . imported textiles and sophisticated leather from the textile people.

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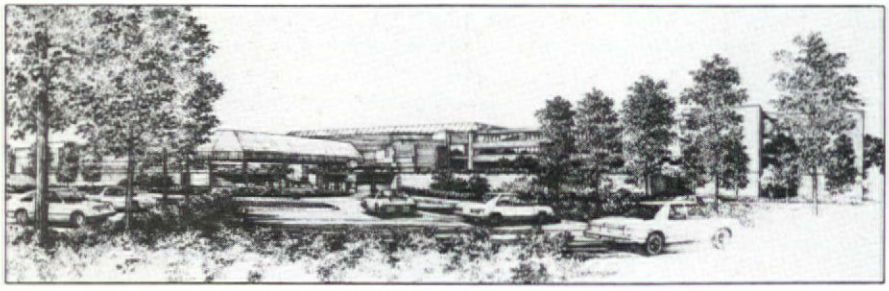
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Hyatt hotels under construction in Houston, Princeton

Rosemont, Ill.—Construction has begun on a $35 million, 364-room Hyatt Regency Princeton and a $40 million, 400-room Hyatt Regency West Houston, according to Pat Foley, president, Hyatt Hotel Corp.

The Princeton facility, scheduled for completion this Fall, will be part of the 520-acre Carnegie Center. Two four-story wings connected to a sky-lit atrium will highlight the hotel, planned for a 16.2 acre site at Rt. 1 and Alexander Rd., two miles east of Princeton University. The atrium, which will house the hotel's public space, is designed as a landscaped garden with terraces, brick paths, and water. Guest rooms surrounding the atrium will have balconies overlooking the garden.

The Houston hotel on Interstate 10, scheduled for completion in December, will feature five buildings, each containing five stories and linked by a 16,000-sq. ft. central atrium. A four-acre lake surrounding the buildings will flow into the atrium to create a tropical pool with waterfalls and plants.



Artist's rendition of Princeton Hyatt shows landscaped surroundings.

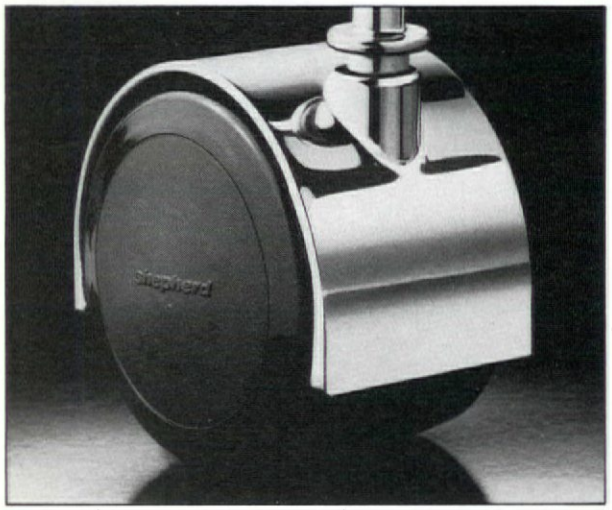
Seminars broaden world art expo scope

New York—"Collecting Contemporary Art," "When Is A Print An Original?," and "Corporate Collections" are among seminar topics to be presented at Art Expo '83, fine art exhibition. Scheduled April 7-11 at the Coliseum, the exposition will include 300 exhibiting galleries from 20 countries, accordimg to Gerald Leberfeld, show director.

"Art Expo attracts more international exhibitors than any other art fair in the world," says Leberfeld, "but we acknowledge the involvement and support of the vibrant American art community, the international trendsetter of the 20th century."

Art Expo, which attracts 70,000 visitors annually, according to exposition records, will offer works of established and emerging artists. Paintings, lithographs, and sculpture will be among works presented.

A "dealers only" day has been set for April 7, the show's opening day.



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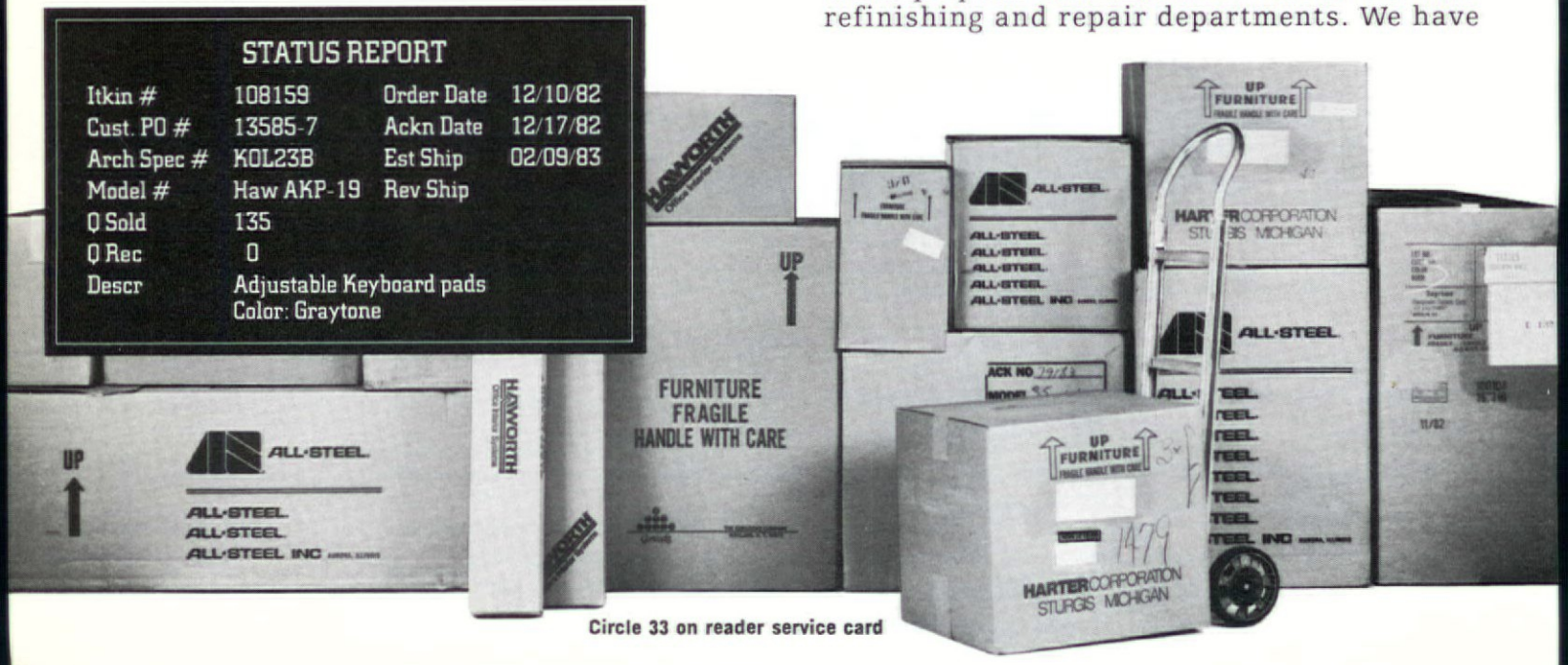
You're a Designer. An Architect. Or a Facilities Manager. Your plan to design a major company's new office in a prestigious building has been approved.

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Invite The Itkins to join your team.

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close relationships with the major furniture manufacturers around the world. And we work all over the United States.

But more important—we've grown as big as we are because we're big on the hard parts, the tedious parts—the details.

Requisitioning, controlling, tracking and monitoring furniture flow from manufacturer to customer is our science. We call it Itkinistics.

We perfected it. And we practice it every day utilizing our own IBM System 34 Computer.

Itkinistics: The capability to generate and send purchase orders to manufacturers and our acknowledgements to customers within hours after we receive instructions to get going.

No matter how large, varied and complex your furniture orders are, we process them in one day. Time saved in order processing means more time for manufacturers to make and ship furniture.

Itkinistics: The capability to provide Weekly Status Reports or Daily Status Reports when required.

Our computer stores all original and updated customer orders and all acknowledgements from vendors, including the date of acknowledgement, the estimated shipping date and other pertinent data, as well as all information regarding receipt of furniture in our warehouse.

The data is sorted weekly to yield a Status Report which presents a detailed view of all open orders. It lists the customer's purchase order number, our control number, the specifier's number, the item model number and description, our purchase order number, the order entry date, the date of acknowledgement by vendor, the estimated shipping date, and the revised shipping date, if applicable.

Status Reports present a clear, up-to-date picture of the entire project—including notations highlighting areas that require attention and actions that are being taken.

Itkinistics: The capability to identify and correct potential errors and glitches all along the way.

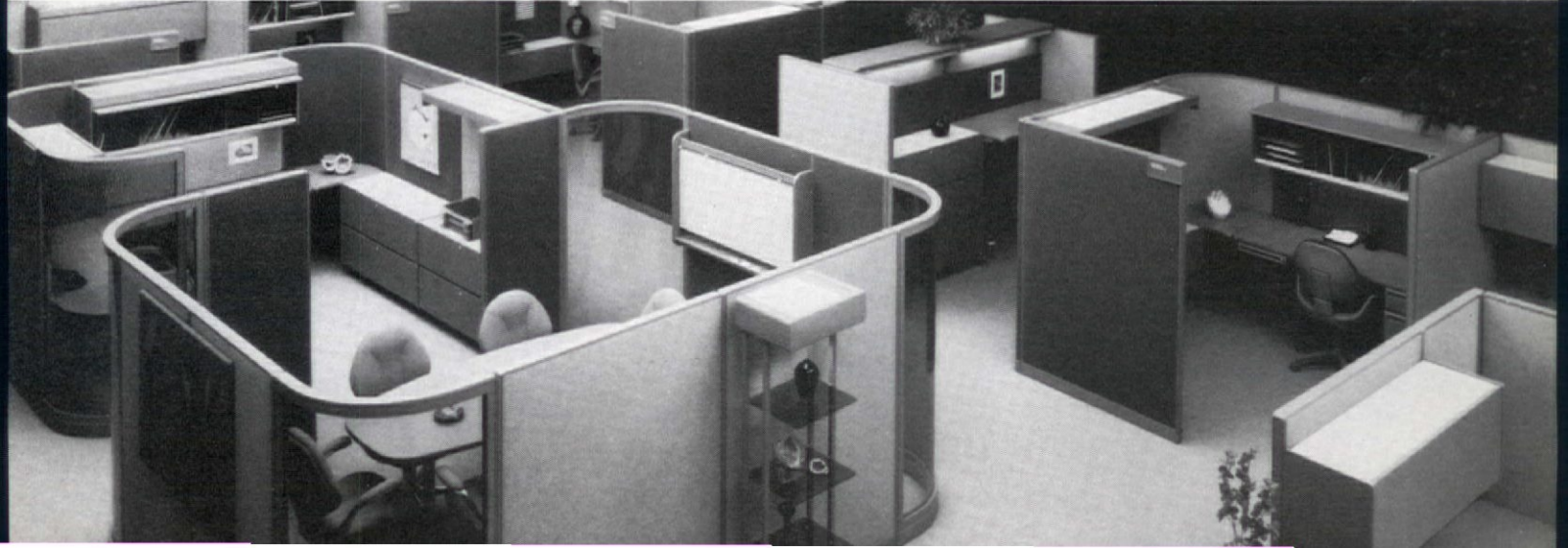
Because our computer almost always reports inconsistencies and inaccuracies, we find them before our customers do.

We've even developed a computer program to provide us with a Missed-Acknowledgement Date Report and a Missed-Ship Date Report. The former lets us know by customer which purchase orders have not been received by the factory. The latter identifies by customer any furniture that has not been received on time at our warehouse.

Itkinistics: The capability to coordinate, track and control all the elements of a project from start date to completion date with maximum efficiency.

To fully appreciate how Itkinistics can help make furniture management so much easier and more efficient you really have to see it work. Call or write Lewis Itkin, President, to arrange a meeting.

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Davis is proud to present the internationally known Kill Collection designed by Kastholm & Fabricius of Fellbach, Germany.

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The Kill Collection employs not only award winning European design but perhaps the finest craftsmanship in all the world. From the sculptured metal frames and special die-castings to the hand stitched leather upholstery, Kill is indeed the epitome of craftsmanship.

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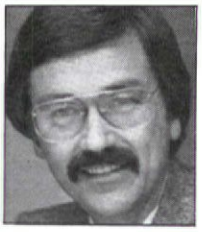
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CONTRACT QUOTES

DOES DIVERSIFYING MEAN BETTER SERVICE?



Robert M. Stewart
President
Stewart, Romberger & James
Pasadena, CA—

"Design is an all-encompassing term; therefore, design businesses and philosophy should reflect diversification. Cross-fertilization between various types of jobs and clients—corporate headquarters, financial institutions, or restaurants, for example—can strengthen a firm and enable it to render more valuable service to its clients."

MOVABLE WALLS REQUIRE MORE DESIGN EXPERTISE



Jack Tanis
President
Vaughan Walls
Dallas—

"In 1981, 20 million lineal feet of walls were constructed in the U.S., 85 percent of which was drywall. By 1991, this will reverse to 80 percent relocatable walls and 20 percent fixed. As a result, interior architecture will gain importance. Designers will need expertise in interior alternatives to avoid financial waste when walls have to be moved."

POST-MODERN STYLE IS MERELY DECORATION

N. David O'Malley, AIA
President, CEO
Welton Becket Associates
Los Angeles—

"Architecture should serve society, and decoration doesn't get to the root of the problem. I believe that post-modernism has merely absorbed into its dogma current values in the worlds of fashion and merchandising. It's a license to be arbitrary. The creative mind believes in the future, in both human and technological change. It has a responsibility to society and when we lose sight of this responsibility—this vision—not only are we diminished as artists and designers, but our art and our work also suffer."

CANADIAN COMPANIES SEEK U.S. MARKETS



John New
Marketing Manager
Reff Inc.
Toronto—

"The Canadian market is 10 times smaller than that of the U.S. And although it is a strong market, there is also a design regionalism impacting Canada that one does not see in the U.S. Specifiers here have a tendency to buy from local manufacturers. This is less true in the U.S. where one sees wider product variety throughout the country. These factors make Canadian manufacturers seek out American markets for their products."

WORKER PRODUCTIVITY ENHANCED BY PRIVACY



Mike Brill
BOSTI
Buffalo, NY—

"The open plan office as we see it today is in need of much refinement before worker productivity can truly be maximized. Even closed, private offices are acoustical sieves. Imagine, then, the lack of acoustic resistance where space dividers are but partial partitions. Studies have revealed that less than three panels surrounding an office space offers no privacy and as little noise reduction as the bullpen."

TEAM MANAGEMENT HELPS COMPUTER OPERATIONS



Bruce Graham, FAIA
Principal
Skidmore, Owings & Merrill
Chicago—

"Today we are finding companies that are planning for management teams—the Japanese form of management—rather than for the individual manager. This is particularly true in computer operations. Rather than opting for systems furniture in private offices to house these employees, they are grouping them in one conference-type area. I think this movement is motivated in part by the cost of private spaces but also by the realization that people work well in team environments."

AUTOMATED OFFICE MUST ALLOW FOR GROWTH



Dieter Knape
President
iil Limited
Toronto—

"Computer and electronic environment manufacturers must keep in close touch with computer companies to be aware what firms are coming out with in order to accommodate the hardware. Because the automated office is still a relatively new phenomenon, we are in an evolutionary process. There is room for product improvements every three or four months."

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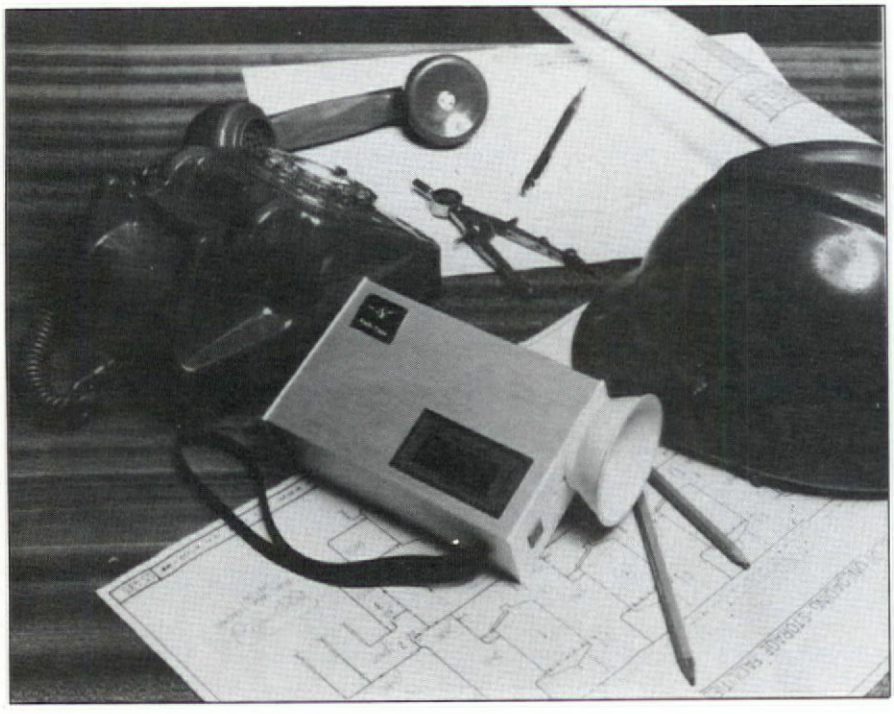
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CASTELLI



Battery-operated measuring tape handles 90-ft. distances



E.M.U. Electronics introduces a battery-operated measuring tape capable of handling distances ranging from 2.5-ft. to 90-ft. Unit operates via ultrasonic echos and is accurate to plus or minus 1-in. Readings are displayed digitally. Both metric and standard versions are available. **Circle No. 396.**

Custom signage created by electronic board



Venus 4000 electronic message/animation center is an advanced microprocessor-based system that combines graphics, animation, and word messages. Displays are custom-designed to produce the correct message for individual users. Manufactured by Daktronics Inc., systems, such as Mobile Municipal Auditorium display (shown), feature large lampbanks that are controlled by Venus 4000. **Circle No. 397.**

22 function/20 line program mix possible with multi-function, electronic phone

United Technologies' multi-function instrument (MFI) telephone allows a program mix of 22 available features and/or 20 lines. Product was designed for use with the firm's Infotran™ systems. Completely electronic, solid-state unit weighs less than standard telephones and offers 10 to 20 buttons. Deluxe model comes with a built-in speaker and microphone, allowing hand-free operation. Features include call preview, privacy function, progressive conference, and speed calling.
Circle No. 257.



Air flow control, wire management incorporated in datastations

Structural Concepts' electronic technical furniture is designed to provide safe, neat cable and wire storage in individual workstations. Units feature a personalized ventilation system that delivers individually controlled air flow to each station. Custom sizes and configurations are available. **Circle No. 252.**

2,000-hour calculator has nine functions and memory



Metcor Mfg. offers a desktop calculator as part of the 3000 radius series. Product features 2,000-hour batteries, five-minute automatic shut-off, and nine functions with memory. Finishes include polished and black chrome, polished bronze, and brass. Unit snaps out of its housing for battery replacement. Keys are molded in character shape. **Circle No. 253**

Encoding system labels disks

Disk Ease System from Realco catalogs, labels, and maintains service schedules for magnetic media as it encodes each disk. Developed for CP/M compatible computers, system uses Microsoft family of languages. **Circle No. 398.**

Adjustable ergonomic workstation accommodates any VDT operator

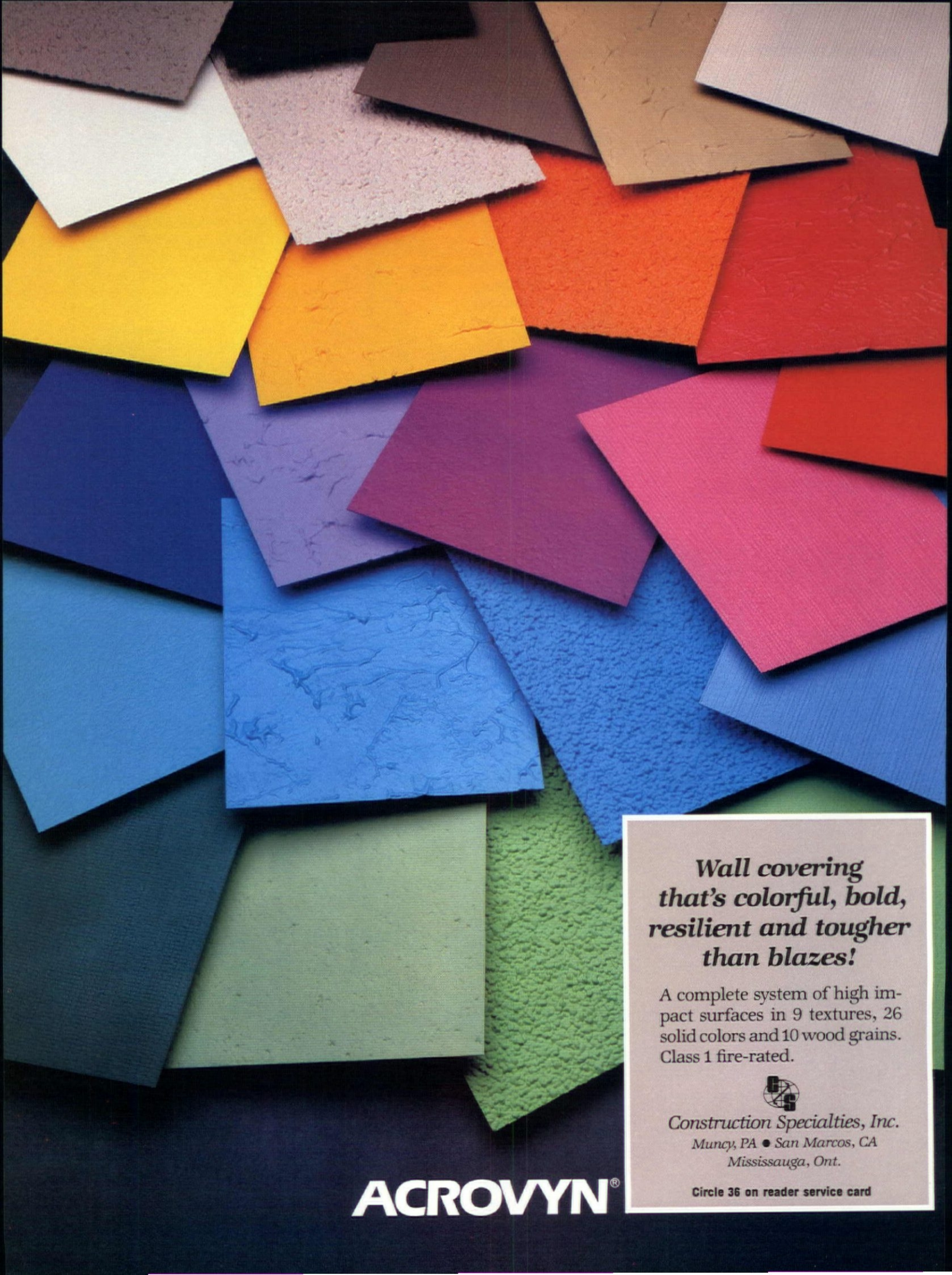


The Professional Marketing Group Inc. developed the "UFO 2000," an ergonomic workstation that permits control from a seated position. Front keyboard surface tilts five degrees and has a 10-inch vertical range. Rear surface tilts 15 degrees forward and back, and has a 10-inch vertical adjustment that accommodates any light/line-of-vision combination. Firm will match major panel manufacturers' colors and finish materials. **Circle No. 254.**

Vertically adjustable surfaces enhance computerized workstation



Rangine Corp. is adding a computerized workstation to the Rakks space management system. Product is designed to accommodate computers and peripheral equipment in a small space while allowing easy access to all components. Vertically adjustable surfaces mount on floor-to-ceiling poles and permit individualized placement of monitors. Lamp brackets hold drafting lamps and copy holders at any desired location without attaching to shelves or desktops. Components that expand and complement this system are available. All surface components come in clear or black plastic laminate or oak veneer. Metal components are offered in clear or black anodized aluminum. **Circle No. 258.**



Wall covering that's colorful, bold, resilient and tougher than blazes!

A complete system of high impact surfaces in 9 textures, 26 solid colors and 10 wood grains. Class 1 fire-rated.

Construction Specialties, Inc.
Muncy, PA ● San Marcos, CA
Mississauga, Ont.

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"Lara". Simple planes converge to create a delicately balanced design. Inset: "Eleonora", on casters, sleekly defined in an elegant high-arm model.



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Current contract colors matched by filing system line

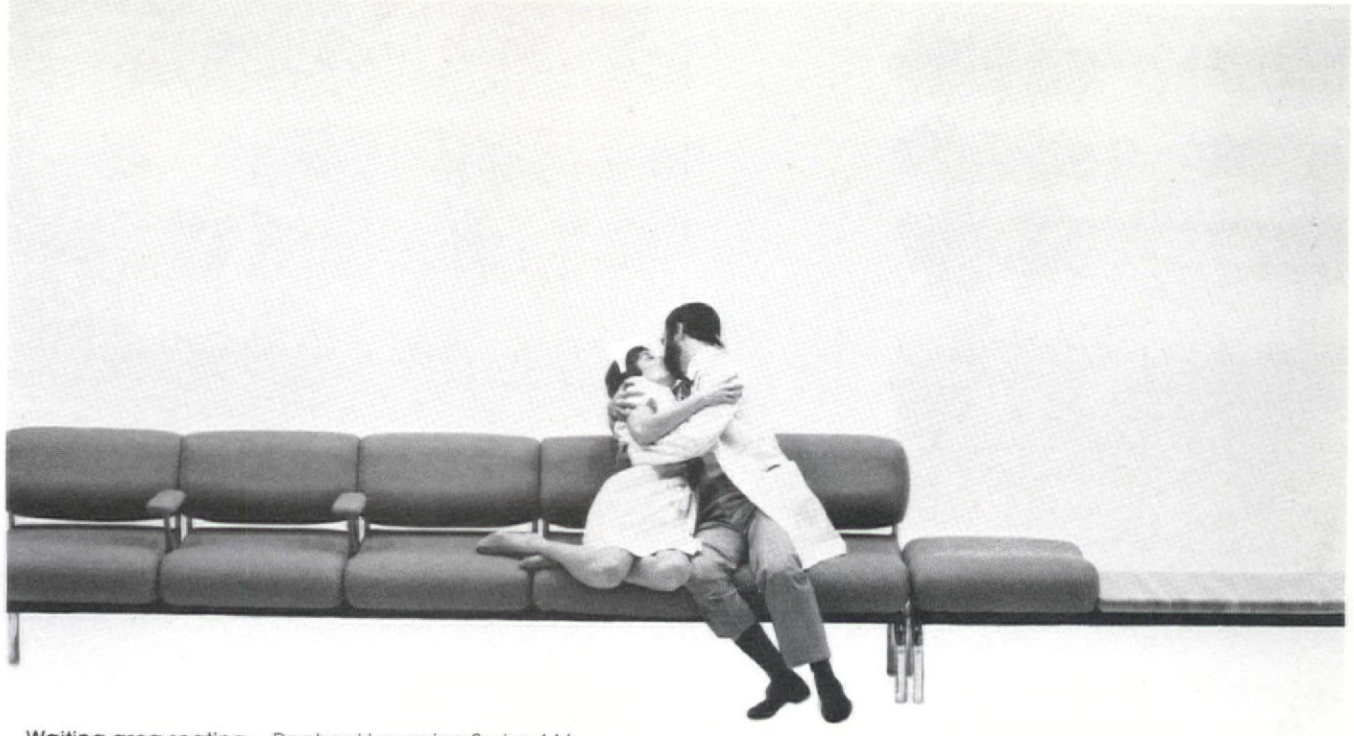
A palette of 36 colors for metal filing systems, developed by ISD Inc., Chicago-based interior architecture and design firm, was recently introduced by Storwal International.

Included in this series of neutral and chromatic hues are the four primary colors, five deep tones, and a range of neutrals in grayed, warm, and cool casts. Twelve grayed pastels, compatible with current contract color trends, complete the palette.

Storwal, a Toronto-based manufacturer, offers lateral filing systems, modular pedestal files, magnetic media storage units, computer printout files, and compatible contract furniture.

Circle No. 260.

Add Interior Systems, Inc. Simply...the best. 515 Crocker St. Los Angeles, CA 90013-2171 213 629-2421 Represented nationally.



Waiting area seating: Raphael Lounging Series 116



Patient seating: The Dynamic Seating® Collection. .Warren Chairs series 1000, mesh or with pad.

LOVE STORY.

Specifying Add Interior Systems means never having to say you're sorry.

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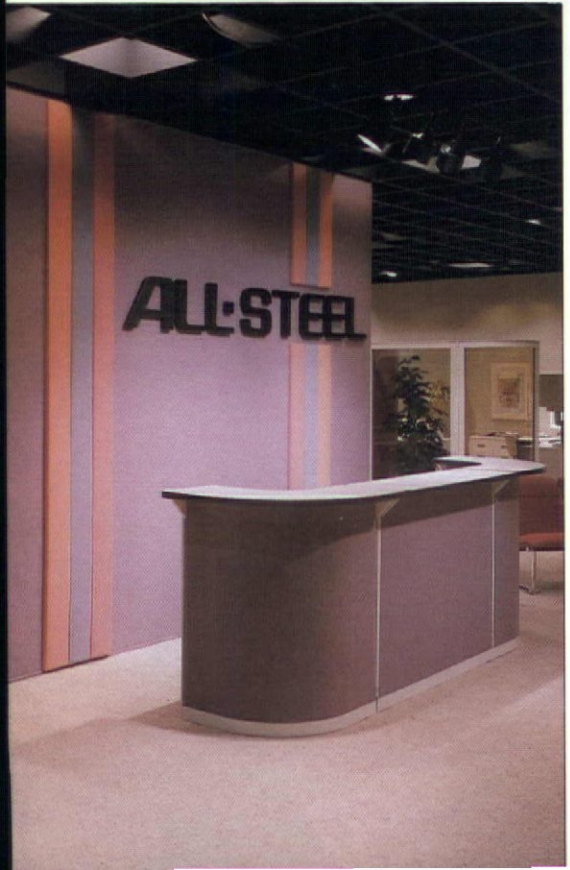
THE BEST FLOOR COVERING FOR THE HOSPITAL. BECAUSE INTERFACE WON'T SLOW YOU DOWN WHEN THE PACE SPEEDS UP.

Soft, warm Interface carpet tiles. Eighteen-inch square modules of carpet that can be removed or exchanged for individual cleaning and service. Quiet and beautiful, with a proven record of rugged performance. Even under the heavy stress of rolling wheels and foot traffic typical of everyday hospital activity.

Interface is truly the first practical carpet system for today's hospital. Because Interface is the only carpet system specifically engineered to put


"Interface has proven very important to the overall functioning of our critical care unit. It's very unusual for nursing units to have carpeting that is both this functional and this attractive."
Mary Lynn Faress, R.N. Assistant Administrator/Nursing
West Georgia Medical Center
EXIT
a soft edge on that hard, no-nonsense environment, and to make it a more pleasant place in which to work and to heal. Without slowing you down.
Interface Flooring Systems, Inc., Healthcare Marketing Group, Orchard Hill Road, LaGrange, GA 30241
404-882-1891
INTERFACE
THE ONLY CARPET SYSTEM THAT OPERATES SUCCESSFULLY IN THE HOSPITAL.
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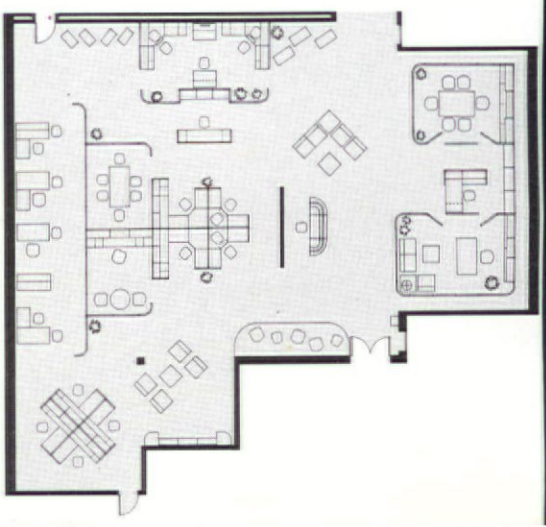
Systems configurations at All-Steel display new office options

Confronted with series upon series of systems furniture, reception arrangements, and seating, All-Steel designer Tom Stakem used every item to his advantage, making the Aurora, Ill. All-Steel showroom an example of a working open plan office.

Coordinated in the firm's fabric introduced at NEOCON '82, system panels range from 33 to 78 in., displaying each of six available heights. Configurations vary for secretarial and executive use, as well as for computer terminal placement. Both freestanding and panel-mounted furnishings are used.

A custom wall with the company logo is the showroom's initial focal point. This backs an All-Steel reception station in coordinating fabric.

An existing black grid ceiling and gray carpeting are downplayed by use of color in the showroom, according to Stakem. "The contrast should be created by furnishings, therefore drawing the eye away from the surroundings," he says. System trim in frost gray accents shrimp and mauve colors, while tying together the use of systems.



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Announcing the most revolutionary surfacing material since Formica Corporation introduced laminate.

Now for the first time, you can have the high-performance characteristics of laminate without the black line. Because the color in COLORCORE laminate goes all the way through.

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And COLORCORE can be routed to create unique three-dimensional and graphic effects.

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Or write: Formica Corporation Information Center, 114 Mayfield Ave., Edison, NJ 08837.

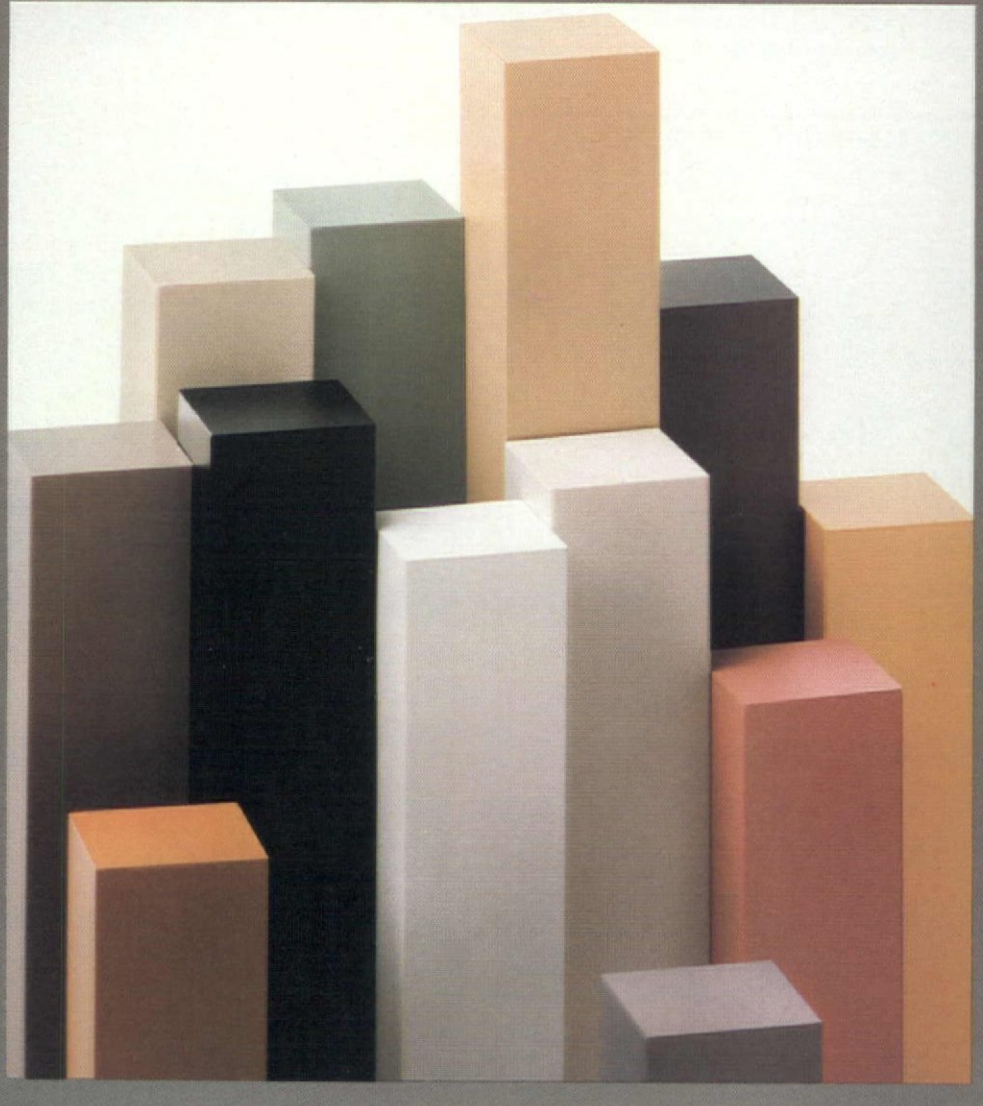
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PEOPLE/NEWS



Tucker

Marcus R. Tucker (shown), FAIA, has joined the Houston firm of Sikes Jennings Kelly, architects and project consultants. He serves as principal-in-charge of architectural projects and directs the firm's interior architecture practice.

Richard Haver (shown) has joined iil Int'l. as regional sales manager.



Haver

Vecta Contract has opened a new office in Houston, Tx. Promotions at the firm include **Robert Etheridge,** to territory manager for southeast Texas and **Sherry L. Hood** to district manager. Other new district managers are **Richard LaKaff,** New Orleans, and **William Baxter,** Dallas.



Cameron

Donald Cameron (shown) has joined Mansfield Manor Ltd., New York, as design department director.

Paul Gottlieb has been named national sales manager of Saxony Carpet, New York.

Du Pont Co. has named **J.T. Chattin, Jr.** marketing services manager, carpet fibers, for the New York firm's textile division. He will be responsible for residential and contract marketing programs.



Obata



Graf



Sincoff

Famous-Barr Commercial Interiors, St. Louis, has named **Rosemary Oliver** director of design, **Jane Diercks** and **Thana Joyner** project designers, and **Susan Plotke** staff architect.

The Bowman Group, Columbus, Oh., has formed an independent operating company, Interiors Services. **Martha Allison** is president.

Hellmuth, Obata & Kassabaum Inc. (HOK) architectural firm has reorganized its management structure with **Gyo Obata** (shown) as new chairman of the board and president. **King Graf** (shown) and **Jerome J. Sincoff** (shown) are new vice chairmen. Changes followed the death of firm president George E. Kassabaum.

Misco-Shawnee Inc. has promoted **David Carzoli** to sales manager, Armstrong division, Chicago. He will handle sales and marketing of the resilient flooring line.

Donghia Showrooms Inc. appointed Jay James national director, sales. He will be based in the firm's N.Y. office.

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SHOWROOMS IN PRINCIPAL CITIES WORLDWIDE

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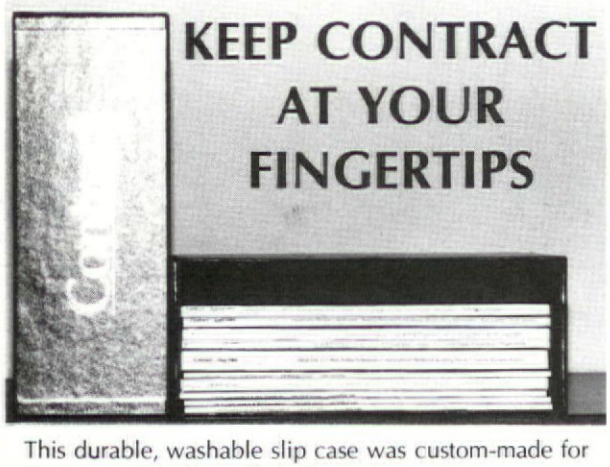
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PEOPLE/NEWS

Hunter Douglas Window Products Division announces the promotion of **Marilou Rightley** to product manager, Flexalum Vertical Draperies. She replaces **Paul J. Malouf** who has been named manager of engineering services.

Evans-Monical Inc. announces the following promotions: **J.W. Evans**, chairman of the board; **David Evans**, president; **R.V.M. Groves**, executive vice president; **Trina Jones**, vice president, design; and **George Broussard**, vice president, facilities and services.

Quaker Fabric Corp., Fall River, Mass., announced two appointments to its Print Division. **Burt Goldstein** is assistant vice president, operations, and **Stanley Holmes Melton** is vice president, market development.

Precision Mfg. has named **Filzer/Paul/Weinstein Inc./KFA** sales representative for New York City and parts of New York state, Connecticut, and New Jersey.

Mark Wilson has been named manager, product design and development, Halo Division, McGraw-Edison Co., Elk Grove Village, Ill.

Mira-X International Furnishings Co. Inc., New York, has appointed **Edward R. Mulato** (shown) sales representative for Long Island, Brooklyn, Queens, and Westchester territories.



Mulato

Lee Hales, facilities planning specialist and noted author/lecturer, was named marketing manager for Arrigoni Computer Graphics.

Duraclean International promoted **Fred Charlton** to the position of vice president-in-charge-of-advertising.

The 18 Merchandise Mart carpet showrooms participating in the Herculon™ treasure hunt promotion included **Aladdin**, **Barrett**, **Blue Ridge**, **Charleston**, **Collins and Aikman**, **Columbus**, **Criterion**, **Cumberland**, as well as **Everest**, **Focus**, **Galaxy**, **Gulistan**, **Homeland**, **J & J**, **Porter**, **Richmond**, **Salem**, and **Wellco**. Winners chosen from showroom visitors received an Atari 400 home computer system.

Mueller Furniture Corp. has opened a showroom at 232 E. 59th St., New York.

The St. Louis chapter of the Institute of Business Designers (IBD) recently elected officers for the 1982-1984 term. They include **Myra L. Katz**, president; **Dennis A. Cassani**, vice president, education; **Dennis L. Ham**, vice president, finance; **Arlie W. Temple**, vice president, membership; **Lynn Harper**, vice president, programs; **William H. Bliss**, vice president, publicity; **Faye McElroy**, vice president, trade relations; **Michael L. Lefferson**, secretary; and **Barbara A. Zappulla**, national trustee.

Litton Industries recently presented an Advanced Technology Award to **Robert P. Beckman**, factory administrator, Lehigh-Leopold division, Burlington, Ia. Beckman developed a new method of furniture joint construction.



Tropitone is seen in the nicest places ...

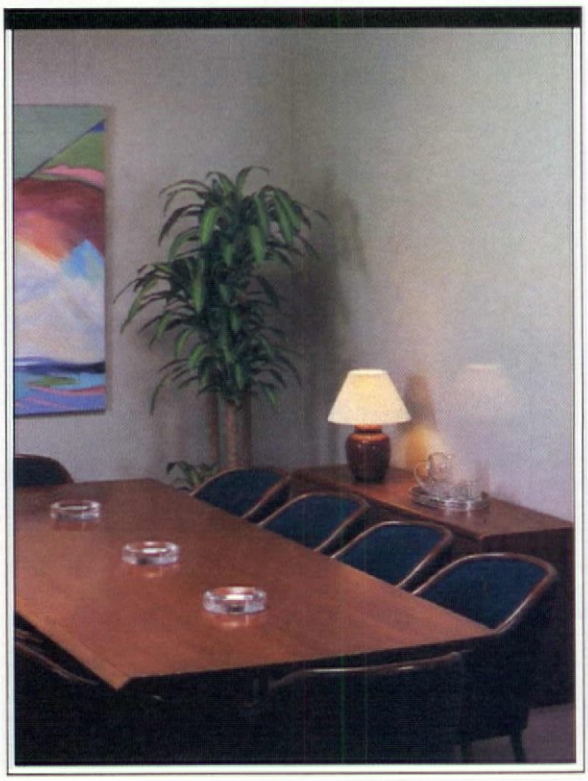
MGM Grand *Las Vegas, NV* • ***Camelback Inn*** *Scottsdale, AZ* • ***Intercontinental Hotel*** *Maui, Hi* • ***Mountain Shadows*** *Scottsdale, AZ* • ***Grand Teton Lodge*** *Jackson, WY* • ***Banff Hotel*** *Alberta, Canada* • ***Disneyland Hotel*** *Anaheim, CA* • ***Hotel Del Coronado*** *Coronado, CA* • ***Dunes Hotel & Country Club*** *Las Vegas, NV* • ***Quail Lodge*** *Carmel, CA* • ***The Olympic Country Club, Lakeside*** *San Francisco, CA* • ***Century Plaza Hotel*** *Los Angeles, CA* ***Harrahs*** *Reno, NV* • ***Marriott Inn*** *Newport Beach, CA* • ***MGM Grand Hotel*** *Reno, NV* • ***Newporter Inn*** *Newport Beach, CA* • ***Biltmore Hotel*** *Phoenix, AZ* • ***Kapaula Bay Hotel*** *Maui, HI* • ***Silverado Country Club*** *Napa, CA* ***Waikiki Sheraton*** *Honolulu, HI* • ***Bel Air Hotel*** *Beverly Hills, CA* • ***Shangri-la Hotel*** *Singapore* • ***Kings Island Inn*** *Kings Mill, OH* • ***Alice Springs Casino*** *Alice Springs, Australia* • ***Exmoor Country Club*** *Highland Park, IL* • ***Shaker Heights Country Club*** *Cleveland, OH* • ***Breckenridge Inn*** *St. Louis, MO* • ***Tan-Tar-A Resort*** *Osage Beach, MO* ***Crown Center Hotel*** *Kansas City, MO* • ***Marriott Lincolnshire*** *Lincolnshire, IL* • ***Radisson Hotel*** *La Crosse, WI* ***Walt Disney World*** *Lake Buena Vista, FL* • ***Hyatt Regency*** *New Orleans, LA* • ***Sea World of Florida, Inc.*** *Orlando, FL* • ***Busch Gardens*** *Tampa, FL* • ***Caribbean Gulf Hotel*** *Clearwater Beach, FL* • ***The Breakers*** *Palm Beach, FL* • ***Sea Pines Plantation*** *Hilton Head Island, SC* • ***Hyatt Regency*** *Atlanta, GA* • ***Fairmont Hotel*** *New Orleans, LA* • ***New Orleans Country Club*** *New Orleans, LA* • ***Hershey Motor Lodge*** *Hershey, PA* • ***Piping Rock Club*** *Locust Valley, NY* • ***Montauk Yacht Club & Inn*** *Montauk, NY* • ***Mt. Snow Snowlake Lodge*** *Dover, VT* ***Sheraton Tara*** *Braintree, MA* • ***Rye Town Hilton*** *Rye, NY* • ***Del Webb's Casino*** *Atlantic City, NJ* • ***Rolling Rock Club*** *Ligonier, PA* • ***Harrah's*** *Atlantic City, NJ* • ***Buccaneer Beach Hotel*** *St. Croix* • ***Divi Divi Beach Hotel*** *Aruba* ***Meridien Hotel*** *Martinique* • ***Mullet Bay Beach Hotel*** *St. Maarten* • ***Caneel Bay Plantation*** *St. John* • ***Little Dix Bay*** *Virgin Gorda* • ***Paradise Grand Hotel*** *Paradise Island, Bahamas* • ***Frenchman's Reef*** *St. Thomas* • ***Dorado Beach Hotel*** *Dorado, P.R.* • ***Singapore Hilton*** *Singapore* • ***Khartoum Hilton*** *Khartoum, Sudan* • ***Fijian Hotel*** *Fiji* ***Hotel Okura*** *Tokyo, Japan* • ***Elbow Beach Hotel*** *Paget, Bermuda* • ***Bonaventure Hotel*** *Montreal, Quebec* ***Ramada Hotel*** *Dhahran, Saudi Arabia* • ***Kuwait Hyatt Regency*** *Kuwait* • ***Aphrenieum Intercontinental*** *Athens, Greece* • ***Cerromar Beach Hotel*** *Dorado, P.R.* • ***Pink Beach Club*** *Bermuda*

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Tropitone Furniture Co., Sarasota, FL/Irvine, CA

SHOWROOMS: ATLANTA CHICAGO DALLAS DENVER HIGH POINT HOUSTON IRVINE LOS ANGELES MIAMI NEW YORK PHILADELPHIA PHOENIX SAN FRANCISCO SARASOTA SEATTLE MELBOURNE SINGAPORE

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august

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The reasons for this success are:

- All units are upholstered by a patented process which allows covers to be replaced on site in minutes. One hospital ordered over 200 extra covers for a continuous maintenance program.
- Special attention was given to patients' lumbar support. Coordinating arms were designed to give assistance in arising.
- All components pass CA 117 flammability.
- Unlimited design options of the Linn® Series 28 forms.

The Linn® Series is one of five major seating systems offered by August Inc. Please check material specifications, examine and sit on our products. We are specialists: we make only lounge seating and there is no equal.

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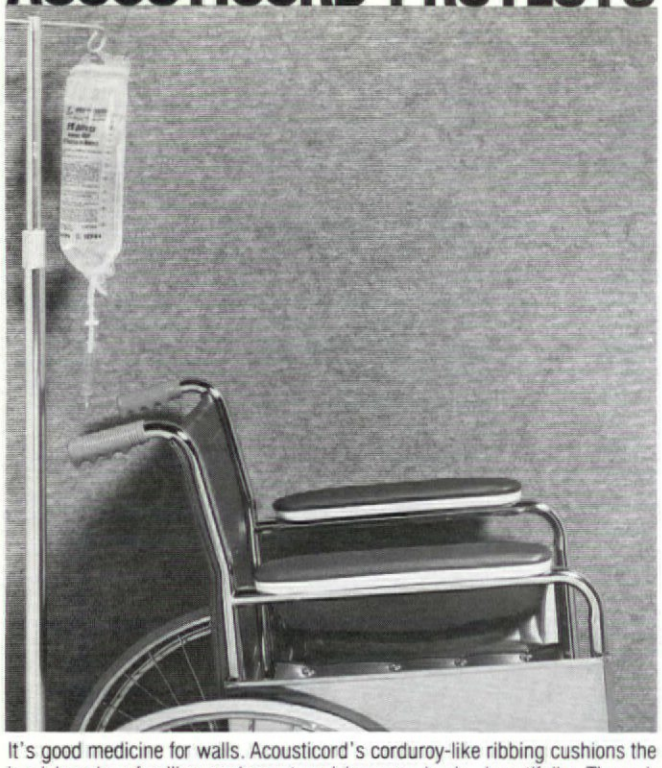


OCLC Inc., Columbus, Ohio

interior design by Rodgers Associates, Stamford, Connecticut

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ACOUSTICORD PROTECTS



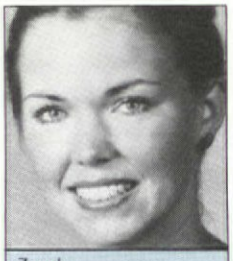
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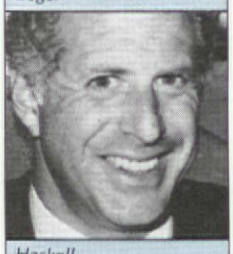
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PEOPLE/NEWS



Zegel



Haskell



McGrew

Jennifer Fox Zegel (shown), ASID, has joined the interior design staff of American Business Interiors, Melbourne, Fla.

John S. Haskell (shown), president, The Professional Marketing Group Inc., Los Angeles, has been elected to the board of directors and appointed vice president, marketing, Systems Furniture Co., Torrance, Calif.

David R. Millard, Jr., joins Ellerbe Assoc. Inc., Washington, D.C. as manager, interior design div. Millard was formerly with Skidmore, Owings, and Merrill.

New 1982-'83 NOPA president is **Dan Scott**, president, Dan P. Scott & Sons Inc., Tulsa, Okla.

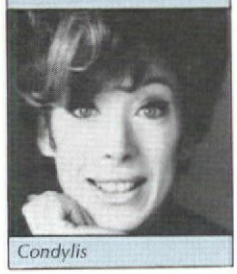
Earle S. Irwin was named vice president, manufacturing, Irwin Seating Company. **Paul D. Winchester** is new vice president, marketing for the manufacturing firm.

Mart Center/DC Inc., Chicago, has appointed **Portia McGrew** to the position of administrative director of its new Washington Design Center. McGrew will be responsible for day-to-day supervision of the facility.

Reece Galleries Inc., corporate art specialists, named Betty Unger staff assistant in charge of gallery administration and on-site merchandising, and Maria Davis sales representative for New Jersey and Pennsylvania.



Baker



Condylis

F. Stuart Baker (shown) has been named manager, marketing, for Conwed's Interior Products Division, St. Paul, Minn. Baker is responsible for all sales and marketing activities for the division.

Judy Condylis (shown) was named sales associate/showroom manager, Tuohy Furniture Corp., Merchandise Mart, Chicago. She will assist sales efforts in the northern Illinois area.

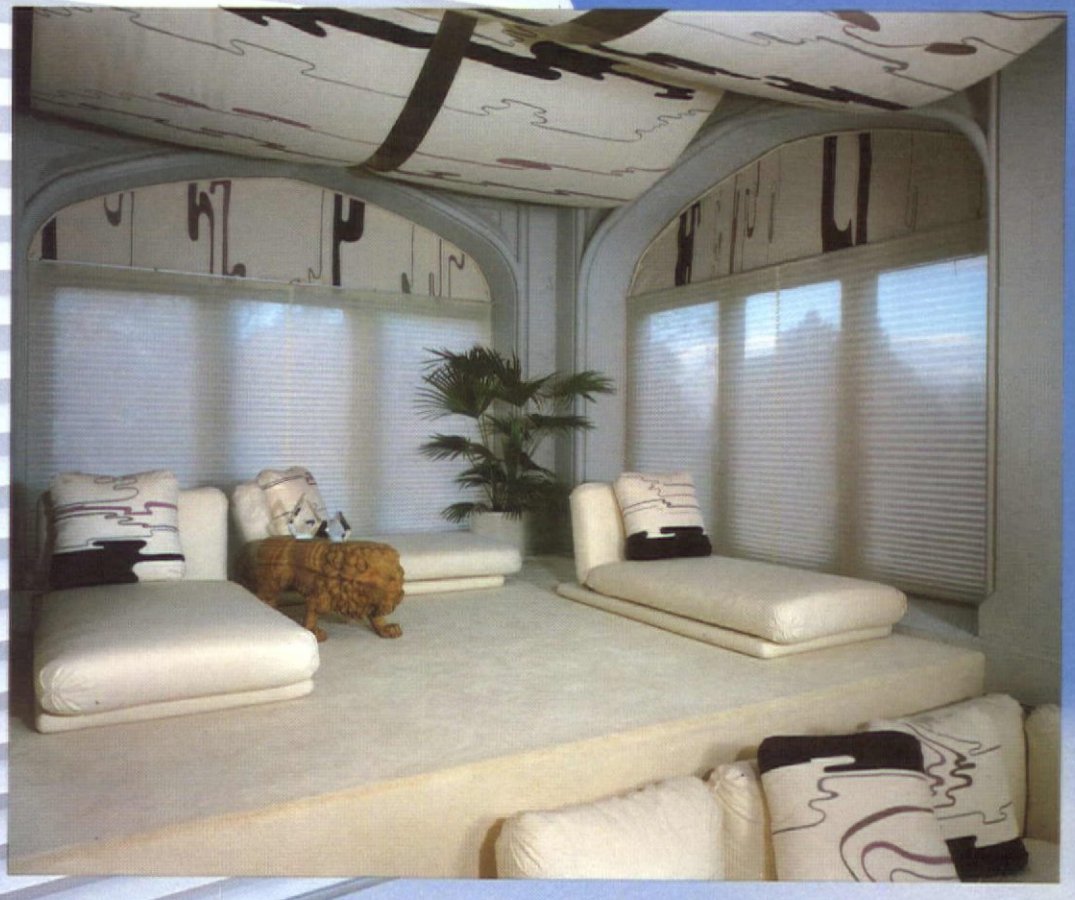
VPS Inc., formerly a subsidiary of the Vantage Companies, has been purchased by **Neil S. DiGiammatteo**, president and chief executive officer of the design firm.

Design Printery, New York, recently introduced its 11-print fabric collection to designers/specifiers along with the "Make Mine Country" line of seven patterns.

Donald Spitler has been appointed president of R-Way, Sheboygan, Wis.

Designers are saying . . .

"The best new idea in window fashions in years."



softlight shades by del mar

Not a metal blind but a beautiful woven and pleated fabric.

From versatile neutrals to a rainbow of colors . . . from softly transparent sheers to private opaques, Del Mar Softlight Shades create the crisp, clean look of metal blinds with the warm touch of fabric. So simply elegant they perfectly complement traditional as well as modern interiors . . . and fill them with soft filtered light. So practical they can reflect up to 87% of the sun's heat and glare . . . and insulate against winter chill. All these features in a design so compact that Softlights virtually disappear when not in use. A truly revolutionary new innovation in window fashions; Softlight Shades are fast becoming the choice product among leading designers. Ask for them by name.

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1983

February 19-20. Office Systems Research Assn. Second Annual Research Conference. Bellevue-Stratford Hotel, Philadelphia.
February 21-23. Office Automation Conference. Philadelphia Convention Center, Philadelphia.
February 25-28. American Assn. of School Administrators Show. Atlantic City, NJ.
March 3-5. Condes. Dallas Market Center, Dallas.
March 13-16. California Peninsula Chapter/ASID "Stimulus" Mini-Conference. Asilomar, Pacific Grove, CA.
March 14-17. Federal Office Systems Expo. Washington Convention Center, Washington, DC.
March 15-16. Contract Canada '83, A Business Interiors Show. Grande Concourse, Omni International, Atlanta.
March 17-18. Michigan Design Center Preview XII. Michigan Design Center, 1700 Stutz Dr., Troy, MI.
March 17-19. West Week. Pacific Design Center, Los Angeles.
April 10-13. National Office Products Assn. (NOPA) Contract Furnishings Forum (CFF) Annual Conference. Pointe Resort, Phoenix, AZ.
April 19-20. Workspace '83, Exposition of Products & Services for Commercial/Institutional Spaces. Civic Auditorium, San Francisco.
April 25-27. Lighting World II. New York Hilton, New York.
May 6. Varieties '83. The Marketplace, Philadelphia.
May 16-19. National Computer Conference. Anaheim & Disneyland Hotel Convention Center, Anaheim, CA.
June 8-10. A/E Systems '83, Electronic Design & Architectural Drafting Equipment Exhibition. Market Hall, Dallas.
June 14-17. NEOCON 15, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.
July 16-19. International Carpet & Rug Market. Atlanta Market Center, 240 Peachtree St., N.W., Atlanta.
July 16-20. Summer Floorcoverings Market. Atlanta Merchandise Mart, 240 Peachtree St., N.W., Atlanta.
September 11-13. National Decorative Accessories Show, First National Exposition of Decorative Interior Products. Moscone Center, San Francisco.
September 22-23. Michigan Design Center Preview XIII. Michigan Design Center, 1700 Stutz Dr., Troy, MI.
September 22-25. The Woodworking Fair. Los Angeles Convention Center, Los Angeles.
September 28-October 2. National Office Products Assn. (NOPA) Annual Convention & Exhibit. Hyatt Regency & McCormick Place, Chicago.
October 20-22. CONEXION '83, First Annual Southeastern Contract Design Market. Atlanta Market Center, Atlanta.
November 9-10. CONTRACT/*Facilities Design & Management* Computer-Aided Space Design & Management Conference. Halloran House, New York.

Foreign Trade Shows 1983

April 14-17. International Show for K.D. Furniture. Le Bourget, Paris, France.
May 1-5. Saudi Business '83. al-Dhiafa Exhibition Center, Riyadh, Saudi Arabia.
May 4-8. Scandinavian Furniture Fair 1983. Bella Center.
May 15-18. CONTEXT, London Home & Contract Textile Show. Earls Court, London.
May 15-19. Interior Design International, International Contract Furnishings & Interior Design Exhibition. Olympia, London.

Something You Can See Through Will Protect Your Investment for Years to Come

Tri-Guards



Contact your nearest Tri-Guards distributor or Tri-Guards, Inc. for further information regarding sizes and ordering.

It's true! Tri-Guards protect interior corners with a clear plastic shield that's almost invisible. Tri-Guards let the beauty of the original decor shine through.

Tri-Guards are practically indestructible. Made from Lexan® , a high impact material developed by General Electric, Tri-Guards won't crack, chip, or dent, even in high traffic areas. Tri-Guards are the thoroughly modern way to protect vulnerable corners.

Tri-Guards are easy to install. Available in a variety of widths and lengths to fit any corner, Tri-Guards can be installed perfectly in minutes. In addition, Tri-Guards can be removed and re-installed just as easily when a room or corridor is ready for redecorating.

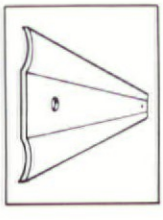
Tri-Guards are also available in colors, custom blended to fit your wall treatment exactly.

Check for quantity requirements on color orders.

New, from Tri-Guards . . . WALL GUARDS

Protecting walls in high traffic movement and seating areas is a costly and continuing problem for institutional and commercial buildings. Now, by specifying Wall-Guards, you can control these costs in a handsome and decorative way.

Wallguards are available in 3 inch by 8 foot pre-drilled lengths, mounting hardware furnished. Contact Tri-Guards, Inc., for further information.



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The Flemming Series is no ordinary line of furniture. It was specially designed to meet the varied needs of the elderly, the convalescent, and the handicapped. Designed to provide both physical and psychological comfort. To help create an atmosphere more conducive to maintaining the well-being of the user.

More than one simple style, the Flemming Series includes rocking chairs, wheelchairs, two-seater sofas, and specially designed tables. Each style can be modified by changing cushion depth, adding headrests and/or armrests, and adjusting chair backs. And each offers safety features such as fire-retardant upholstery and foam filler, non-slip ribbed cushion covers, and protective plastic casings for cushions.

Such flexibility of design can change a cold, impersonal room into a pleasant, comfortable sitting area.

The Flemming Series from Henderson. It's most accommodating.

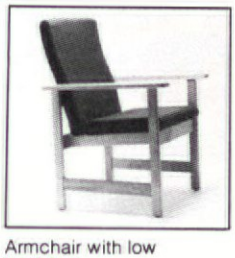
HENDERSON

Henderson Furniture (1982) Ltd.
199 Upper Edison Avenue
Saint-Lambert (Québec)
Canada J4R 2R3
(514) 671-7221
Telex: 05-25199

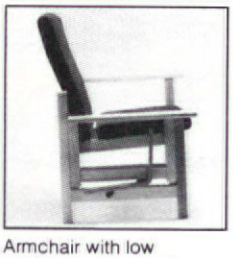
THE FLEMMING SERIES FROM HENDERSON. COMFORT NEVER LOOKED SO GOOD.



Small sofa with low backrest and optional padded armrests



Armchair with low backrest



Armchair with low backrest and retractable armrests



Rocking chair with adjustable high backrest

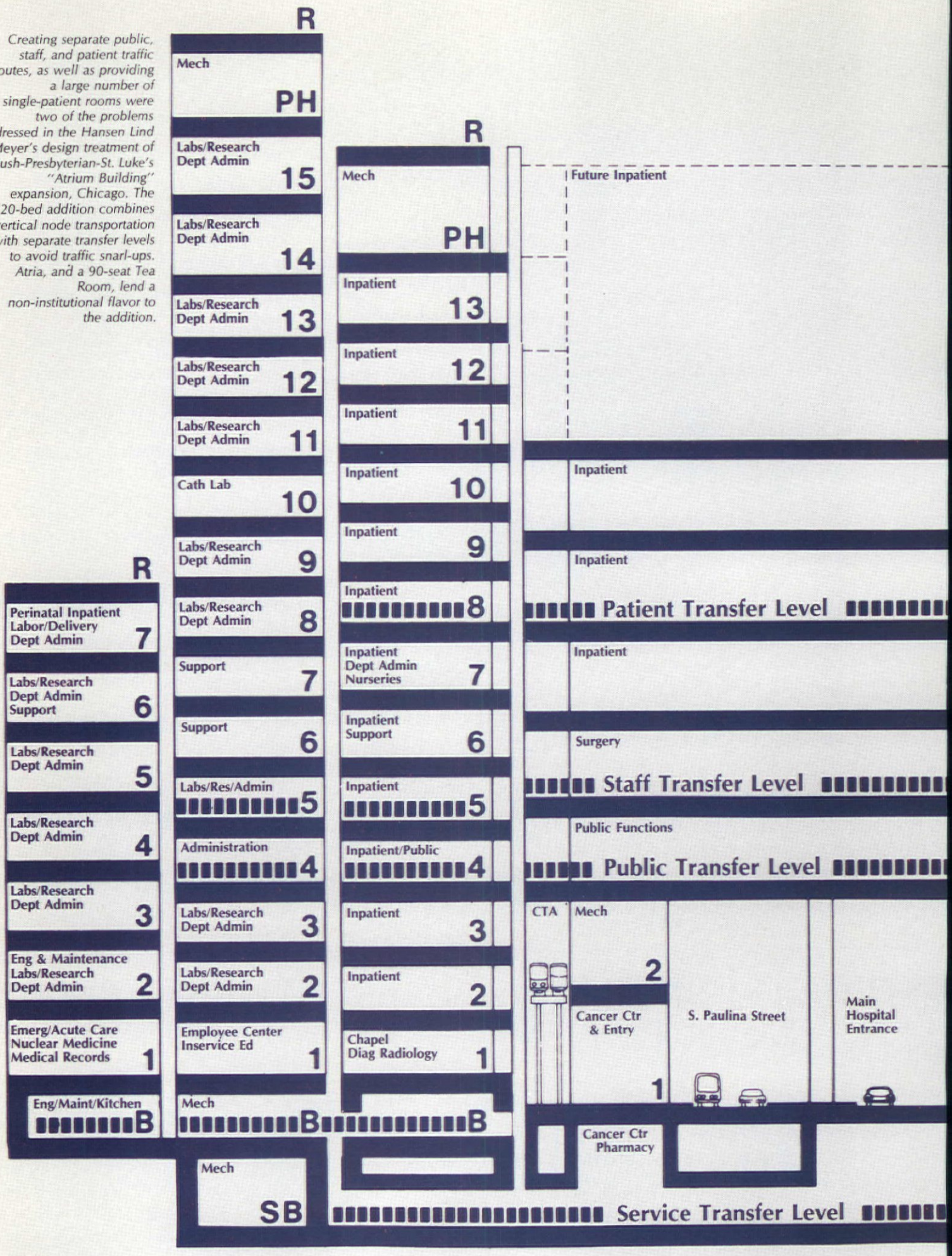


Armchair with wheels for increased mobility

Circle 71 on reader service card

Representative and dealer inquiries invited

Creating separate public, staff, and patient traffic routes, as well as providing a large number of single-patient rooms were two of the problems addressed in the Hansen Lind Meyer's design treatment of Rush-Presbyterian-St. Luke's "Atrium Building" expansion, Chicago. The 220-bed addition combines vertical node transportation with separate transfer levels to avoid traffic snarl-ups. Atria, and a 90-seat Tea Room, lend a non-institutional flavor to the addition.

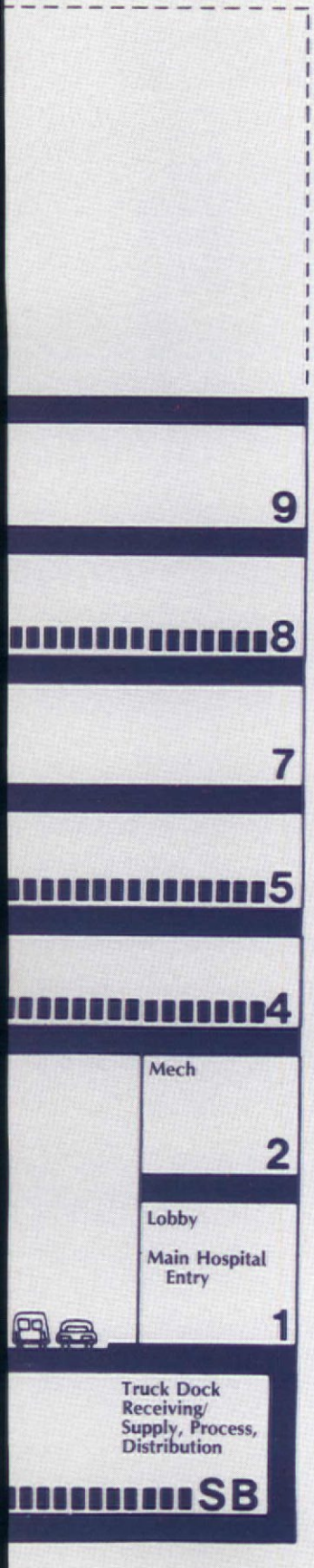


EXECUTIVE BUYER EDITION

Bonus circulation to 5,000 Healthcare Executives

HEALTHCARE FERMENT AIDS HOSPITAL DESIGN COMMUNITY

by **NANCY HOLTON**



Alternate care institutions, hospital chains, group purchasing, long-term marketing plans, and establishment of hospital profit centers are a few of the healthcare trends emerging in the mid-1980s. Economic pressures, sky-rocketing costs, and stagnating reimbursements have been straining traditional healthcare systems, leading to the development of new concepts for structuring and managing facilities.

These dynamic evolutionary changes resulting from economic pressures are forcing healthcare facilities to place far greater emphasis on the bottom line, even among not-for-profit institutions. A driving competitive philosophy has pervaded the healthcare field.

Both company-owned and privately-owned hospitals, operated totally for profit, have jumped into the fray, dominating some markets with hospital chains that facilitate group purchases and provide services less expensively.

In addition, a variety of alternate care institutions have appeared. Some are organized by hospitals and hospital operating companies to generate additional profits and provide specialized care economically. Others are designed to directly compete with hospitals. Among the latter are

HEALTHCARE FERMENT

Free-standing clinics will expand fast

out-patient ambulatory care centers, emergency services centers, and extended-hour physician offices.

Highly competitive climate

The need to cut costs and operate at maximum efficiency has created a highly competitive climate. Hospitals must reduce the length of patient stays, yet keep their beds full. They must rely less on government reimbursements and more on private insurance and patient payments.

This is all good news for members of the design community. Excellence in architecture and space design is being recognized by hospitals and alternate healthcare centers as a key to attracting

"Better design is an element in the growing competition among hospitals."

patients. A survey completed by Badische Corporation recently, indicates that some architectural and interior design firms have increased their healthcare related business by more than 70 percent.

While the healthcare area remains relatively small compared with some other end use markets, it has entered a long-term, boom period that will increase in importance to designers and architects.

A look at the statistical evidence lends credence to this contention: While the overall number of hospitals in the United States has been declining in recent years, new construction continues. Even in today's slow economy, healthcare construction is projected to be ahead of 1981 by a few percentage points. Contrast that with new construction of commercial buildings, such as stores and offices, down by 25 percent last year.

Hospitals in the 1980s will require nearly $200 billion in capital, of which about 75 percent will be used for additions and improvements, according to industry sources.

Management firms influence

Another positive sign for designers is the growing influence of hospital management companies. This segment of the industry grew by 76 percent in number of hospitals between 1976 and 1981 according to the Federation of American Hospitals (FAH). Some of these firms are so huge, they manage as many as 400 hospitals. In addition to new construction, these management companies tend to purchase distressed hospitals at advantageous prices, then invest substantial sums for redesign and refurbishment.

The FAH also notes that the for-profit segment of the hospital industry will generate $40 billion annually by 1990, compared with just $7 billion in 1980.

Considerable opportunity is also available for designers in the area of alternate treatment centers. Freestanding clinics, which number about 200 now, are expected by industry sources to reach 10,000 in the next five years.

HMOs proliferate

Another example of dramatic growth in alternate care is the development of Health Maintenance Organizations (HMOs). A type of extended health insurance which encompasses delivery of healthcare services, HMOs are staffed by physicians who provide medical care to members. HMOs grew from 41 service centers in 1971 to 250 today, according to Consumer Reports. Membership in the HMOs tripled over that period to about 10 million people.

Wight and Company, Inc., an architectural and engineering firm based in Downers Grove, Ill., has done a considerable amount of work with HMOs in the past 18 months and finds that they set high design standards.

"We found that today's clients want an interior expression far removed from



"We have noted a reduction in sedatives ordered by patients."–Kaleba

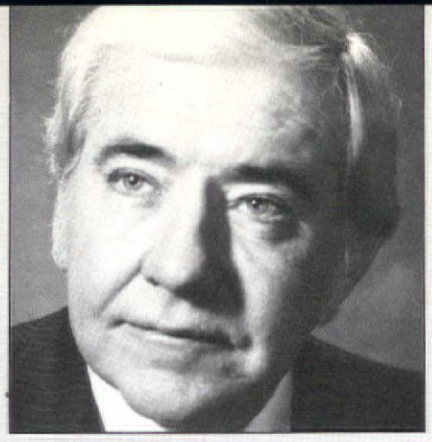


"The amount of work on the boards now is staggering."–Price

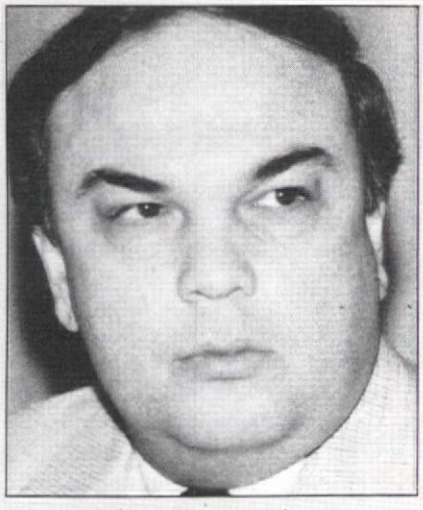
that common to traditional healthcare facilities." says R.B. Wight, president. "Our approach has been to create an atmosphere that reflects a home environment—a relaxed, comfortable, and attractive setting. The strategy we followed has focused on sophisticated color schemes, high-quality materials, informal but graceful furniture, and other means to fashion a warm and secure interior."

Wight believes comfortable and reassuring surroundings promote a sense of professionalism. "The more at ease you place a patient, the more secure he or she feels about the quality of care he will receive."

As the influence of alternate care facilities and company-owned, for-profit hospitals increases, not-for-profit hospitals are taking competitive action. In several areas of the country, non-profit hospitals have banded together under unified marketing umbrellas to take advantage of group purchasing power. They have combined equity to back loans and generate profit centers. In this way, they hope to compete with large companies and avoid acquisition by the chains. These steps enable them to refurbish their



". . . clients want an interior . . . far removed from traditional . . ."–Wight



"We wanted to . . . create a pleasant environment for the staff."–Baca

physical properties and, thus, compete more effectively.

Robert M. Baca, director of interiors for the architectural/design firm of Matthei and Colin, Chicago, has found that good design is an important element in today's more competitive hospital environment. His firm, doing 98 percent of its business in healthcare, works primarily on hospitals.

Federal money reduced

"With the reduction in available Federal monies, the competition among hospitals to get patients and keep beds full is greater. Better design is definitely an element in this competition," Baca elaborates.

He points to a recent project, Mercy Hospital in Davenport, Iowa, as an example. Mercy is part of the Sisters of Mercy, a not-for-profit organization which encompasses hundreds of hospitals worldwide. A totally new hospital was constructed as a replacement facility adjacent to the old one in Davenport.

"Creating the right atmosphere was extremely important. We wanted to attract patients and make them comfortable and at the same time create a pleasant environment for the staff," he says. "A quiet atmosphere, with a richness of decor, yet easily maintained, were key considerations."

The new hospital offers all single patient rooms, with wood grained furniture, rather than the institutional-looking materials which used to be standard in hospitals. Vinyl wall coverings replaced epoxy paint in many areas. Ceilings are lower, more home-like. And all rooms, corridors, and waiting areas are carpeted with warm colors for a more residential appearance.

"Mercy went from virtually no carpeting in the old hospital to 70 percent carpeted surfaces in the new facility. The result, in terms of noise reduction is phenomenal," he says.

Matthei & Colin have found that when good design is emphasized, not only are patients more comfortable, but employees feel more content and staff turnover drops considerably.

Richard Kaleba, vice president for planning and ancillary services at Mercy, noted other benefits with the upgraded facility. "Utilization of beds has gone up steadily since the new hospital opened," he says. "With single rooms we don't have to worry about having separate rooms for smokers and non-smokers, for male and female patients, or for younger and older people, so trafficking is easier. We have noted a reduction in the amount of sedatives being requested by patients."

Mary Price, head of design for the Los Angeles offices of Arthur Shuster Inc., also finds that good design has assumed new importance among her clients, primarily organizations building retirement facilities. She has seen enormous increases in construction of retirement communities and life-care centers, as well as refurbishment of nursing homes in the last three to five years. She says, "The amount of work on the boards now is staggering."

With an increasing percentage of the population projected to reach retirement age soon and the American reluctance to take care of the aged at home, she believes her segment of the market will continue to grow.



Nancy Holton is a healthcare specialist and contract carpet consultant for Badische Corporation.

One project, due for completion in March, exemplifies the length to which organizations are now prepared to go to make their retirement centers attractive to prospective residents. La Vida Llena, located in Albuquerque, N.M., is a retirement community funded by four Protestant churches. Entrance fees begin at about $20,000 for a single-person apartment with monthly maintenance charges starting at $400. Typical of the life-care concept gaining prominence today, the fee includes all medical care for the resident's lifetime, but does not make the apartment part of the individual's estate (see article on Westminster-Canterbury Nursing Home on page 86 of this issue.)

". . . to create an atmosphere that reflects a home environment."

"Obviously, this community is meant to attract people who are fairly comfortable financially. It must be an extension of the homes they are leaving and, therefore, be physically attractive with all the amenities of a residential hotel. The common areas feature libraries, game rooms, and a lavish dining room, all in addition to very attractive apartments," Price says.

Even the medical center is beautifully designed, she explains. "It is important that when residents become ill, they are treated in comfort and when recuperated, go back to their living areas speaking well of the nursing center staff *and* environment." □

ATRIA BRING FUTURE LOOK TO HOSPITAL EXPANSION

Rush-Presbyterian's coordinated color palette, city views, and tea room take sterility out of institutional design

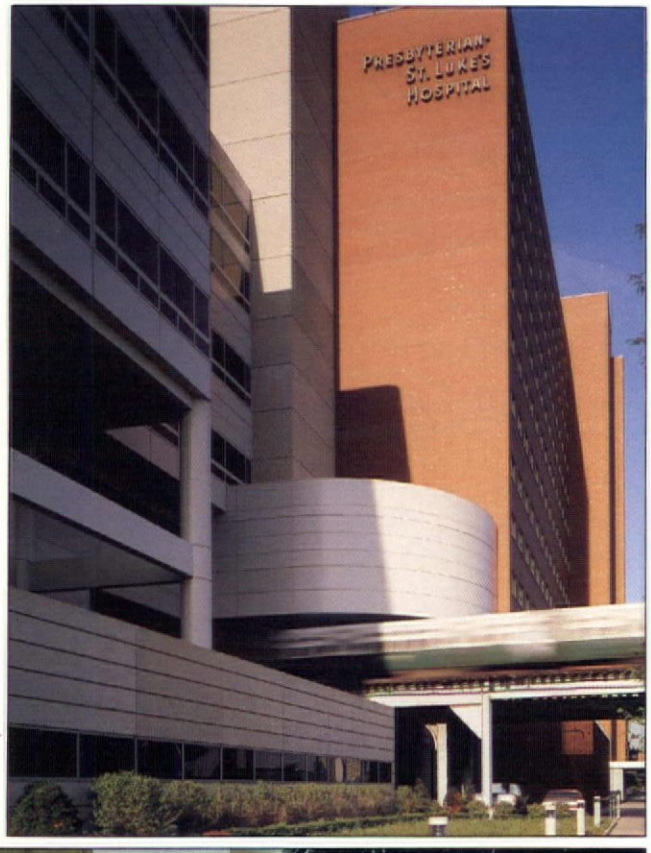


Photo by Barbara Karant, Karant & Assoc. Inc.



Photo by Abby Sadin, Sadin/Schnair Photography Inc.

by **ANNE KRUEGER**
Contributing Editor

Atrium spaces, city views, and a pleasing color palette have brought a new look to one of Chicago's outstanding healthcare institutions. The combined design innovations serve to eliminate the institutional look of Rush-Presbyterian-St. Luke's new medical center addition, creating a more comfortable environment for patients, staff, and hospital visitors.

The space design gameplan at Rush-Presbyterian's "Atrium Building" encompasses the usual healthcare considerations of acoustics, handicapped access, and durable furnishings. At the same time, it addresses the problems of establishing separate public, staff, and patient traffic routes, while creating a large number of single-patient rooms within the limitations of a constricted urban site that is bisected by an elevated Chicago Transit Authority train track.

The 220-bed expansion is an addition to the center's established 850-bed tertiary care and medical teaching facility located on the near west side of Chicago. It also houses surgery, surgery ICU, admitting, and support spaces. A 187,500-sq.-ft. modernization program was integrated with the 410,000-sq.-ft. addition, using color and signage throughout to coordinate and unify the center.

Seeks sought colors

While interior design and architecture firm Hansen Lind Meyer wanted to provide a non-oppressive workplace/medical facility at Rush-Presbyterian, the intent was to incorporate a soft, warm residential feeling within the confines of an institutional environment, explains James Seeks, interior space designer.

"What we did was provide a color mix of both warm and cool colors within a prescribed value range. While certain colors may tend to be depressing, they were not eliminated. We used them in moderation," Seeks says.

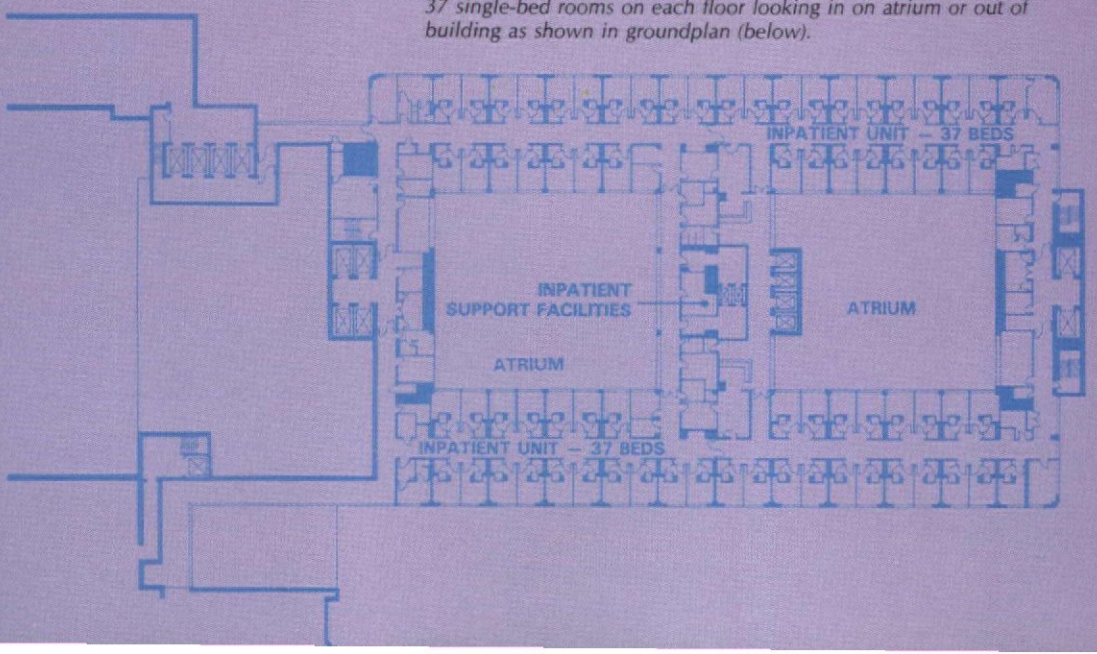
A strong mix of golds, blues, greens, oranges, rust-oranges, and tans were used to brighten up and tie together patient rooms, corridors, and public spaces, including the center's two atria.

Key to the facility's non-traditional flavor are the airy atria, which meet natural light and ventilation requirements. The east atrium rises five stories from the fourth level, where it is open to the public and is connected with the center's "main street." A west atrium opens on the fifth level and is three stories high. This space is not open to the public, but

Joint Hansen Lind Meyer/Solomon Cordwell Buenz & Associates Inc. venture resulted in polished exterior of "Atrium Building" extension (top left). Key to non-traditional flavor inside (left) are relaxing atrium spaces.



More like a hotel is atrium (top) of Rush-Presbyterian, where exciting spaces take the sterility out of institutional design and set patients at ease. Inpatient support facilities separate atria, which are flanked by 37 single-bed rooms on each floor looking in on atrium or out of building as shown in groundplan (below).



RUSH-PRESBYTERIAN

Every patient room has a view

may be used for hospital functions at a later date.

Atria allow every patient room to have a view. In addition, all patient day rooms, nurse stations, and the surgery waiting room have pleasant interior or exterior panoramas.

Exterior rooms face southern and northern surrounding cityscapes. Interior rooms face the atria—each featuring sunlit open space, much greenery, and colorful banners in the gold, blue, green, orange color theme. Seeks says both atriums were designed to showcase major works of art in the future. He claims the atrium design gives a unique dimension to color coding. Vertical window blinds maintain privacy in atrium-facing patient rooms, but also are the medium for dramatic color design. Vertical patterns of related colors in these blinds alternate from floor to floor. As banners in the related color scheme shift in air currents and colored blinds are opened and closed, the two cores of the healthcare environment are filled with visual interest and create a large-scale graphic for atrium visitors. Color accents also are repeated in patient-room furnishings and are alternated from room to room, providing a sense of continuity.

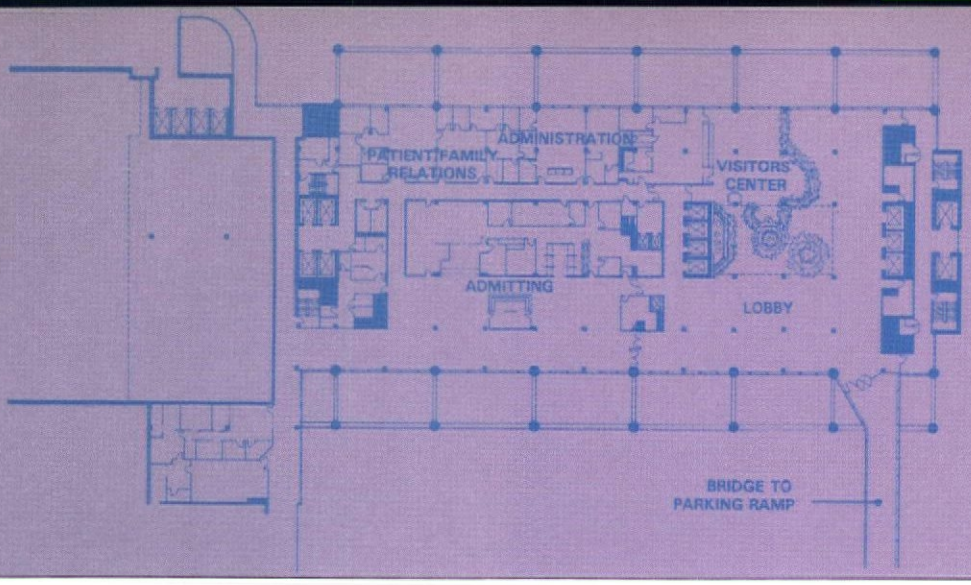
Consideration also was given to staff members who work in the same areas every day. Those staffers doing daily duty in the fifth-floor surgery suite, for instance, are permitted an atrium view via one-way glass running the length of the suite.

Other efforts to create a more comfortable healthcare facility ranged from using oak trim on railings and doors to crea-

Lounge areas (below) are posh, colorful, and light-filled to make both visitors and patients as comfortable as possible. Hansen Lind Meyer gave special design attention to waiting area seating in order to accommodate physically-limited patients. More than 80 percent of the seating is furnished with arms.



Photo by Abby Sadin, Sadin/Schnair Photography Inc.



Patient room has touches of bright color introduced in vertical blinds at windows and in fabrics (below). Fourth level plan view reveals atrium lobby, visitors' center, admitting office, patient family relations area, and administrative offices of hospital (left).

tion of a 90-seat Tea Room in the building's "main street." Here visitors, staff, and patients have views of the surrounding city or the atrium while eating or relaxing. Food services for the Tea Room are concealed behind a monolithic planter.

The "main street" was created by consolidating public functions and establishing patterns of public circulation. It begins on the fourth floor to accommodate the elevated train which passes underneath, as well as the mechanical interstice located below. It also provides a link to the parking structure and other buildings.

Lobby, admitting areas, and visitors' center all are located on this fourth level. Color-coordinated signage guides visitors through these public areas. Tea Room place settings also fit into the blue, gold, green, orange color scheme, Seeks says.

He adds, "In renovation work, it's very important to make existing facilities blend with new work. Where numerous buildings were connected, as in this case, the public had to be color-keyed to elevators and levels. Color coding, vertical transportation, and signage help provide continuity from one floor to another, one facility to another."

Via circulation studies, Hansen Lind Meyer created separate corridors for patient transfer traffic, staff transport, and service traffic. Corridors and cross corridors carrying staff traffic were looked at very closely and steps were taken to avoid snare-ups with public traffic, Seeks says. The top three floors were separated for inpatients.

Choose durable furnishings

As in most healthcare environments, furnishings at Rush-Presbyterian were selected for durable construction and for accessibility to patients with a variety of physical limitations.

"We have to be concerned with patients stumbling, falling, and hitting themselves on chairs," Seeks explains. "So, we have a soft-edged radius corner approach to all seating. The front edge of chair cushions always are rolled so they don't cut off appendage circulation." This is particularly important for an elderly person who must sit a great deal, or for those patients wearing casts, he points out.

Upwards of 80 percent of Rush-Presbyterian's seating is furnished with arms to facilitate both elderly and incapacitated patients getting in and out of chairs with ease and safety. Vinyl-upholstered chairs with wood frames provide maximum maintenance and longevity characteristics at Rush-Presbyterian. The chosen chair design had to look good in vinyl, Seeks says. Since longevity is of prime importance, vinyl instead of fabric covering; wood instead of upholstered arms, was used on all hospital seating.

Other healthcare design considerations utilized in the

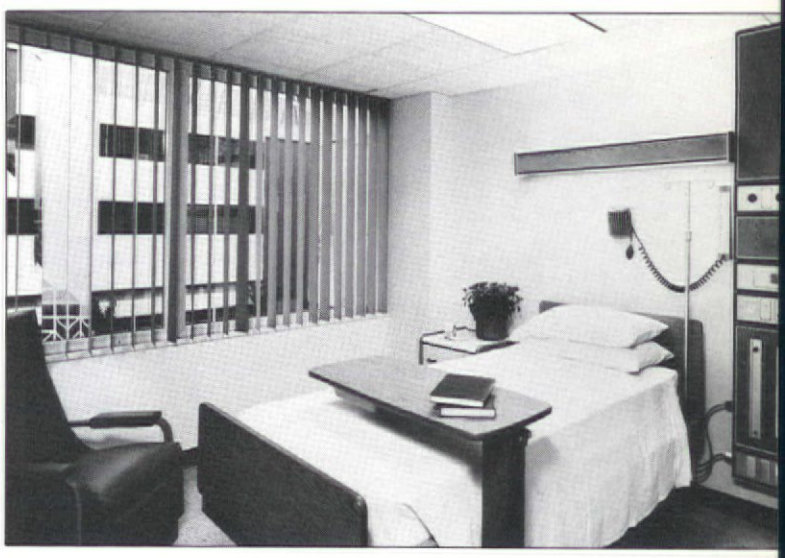


Photo by Barbara Karant, Karant & Assoc., Inc.

Rush-Presbyterian "Atrium Building":

- Work surfaces are stain-resistant and non-reflective.
- Walls reflecting on patients, especially behind bed (patient-room) headboards and elsewhere in exam and treatment rooms, are neutral in color.
- Bountiful greenery is planted in the fourth floor public atrium and along fifth floor balcony to muffle sounds that might carry to upper floor patient rooms and for esthetic reasons.
- Atria offer the additional benefit of being energy efficient at a lower first cost, because atrium walls were considerably less expensive to build than exterior walls. Hansen Lind Meyer estimates indicate reduced heat loss will save Rush-Presbyterian at least $1 million in energy costs at today's high fuel prices.
- Three additional floors can be added to patient towers without relocation of atria. □

SOURCES

Console tables—Condi. **Seating, chairs, tables**—Metropolitan. **Lighting**—Luma Lite Products Co. **Window blinds**—Carnegie. **Wallcovering**—Vicrtex. **Carpet, carpet tiles**—Lees, Interface. **Paint**—Benjamin Moore. **Plants and cylindrical planters**—Tropical Plants Rental Inc. **Banners**—Midwest Embroidery Co. **Signage**—Spanjer Bros. Inc. **Carpet and fabric protection**—Fiber-Seal.

Interior design and architecture—Richard F. Hansen, AIA, Principal and Project Director; Jerry Quebe, AIA, Assoc. Project Director; Rod Thomson, AIA, Project Architect; Tom Thomas, AIA, Project Designer; Jim Zajec, Construction Manager; James W. Seeks, ASID, IBD, Interior Design; Mitchell Neymeyer, Graphic Designer; Ed Mikelson, ASLA, Landscape Architect; Hansen Lind Meyer, P.C.

Exterior design and architecture—Hansen Lind Meyer and Solomon Cordwell Buenz & Associates Inc.

Health Consortium's CAD System Unites Competing Architects

Hospital Corporation of America standardizes design, eases repetitive jobs, increases productivity with computer-aided design program

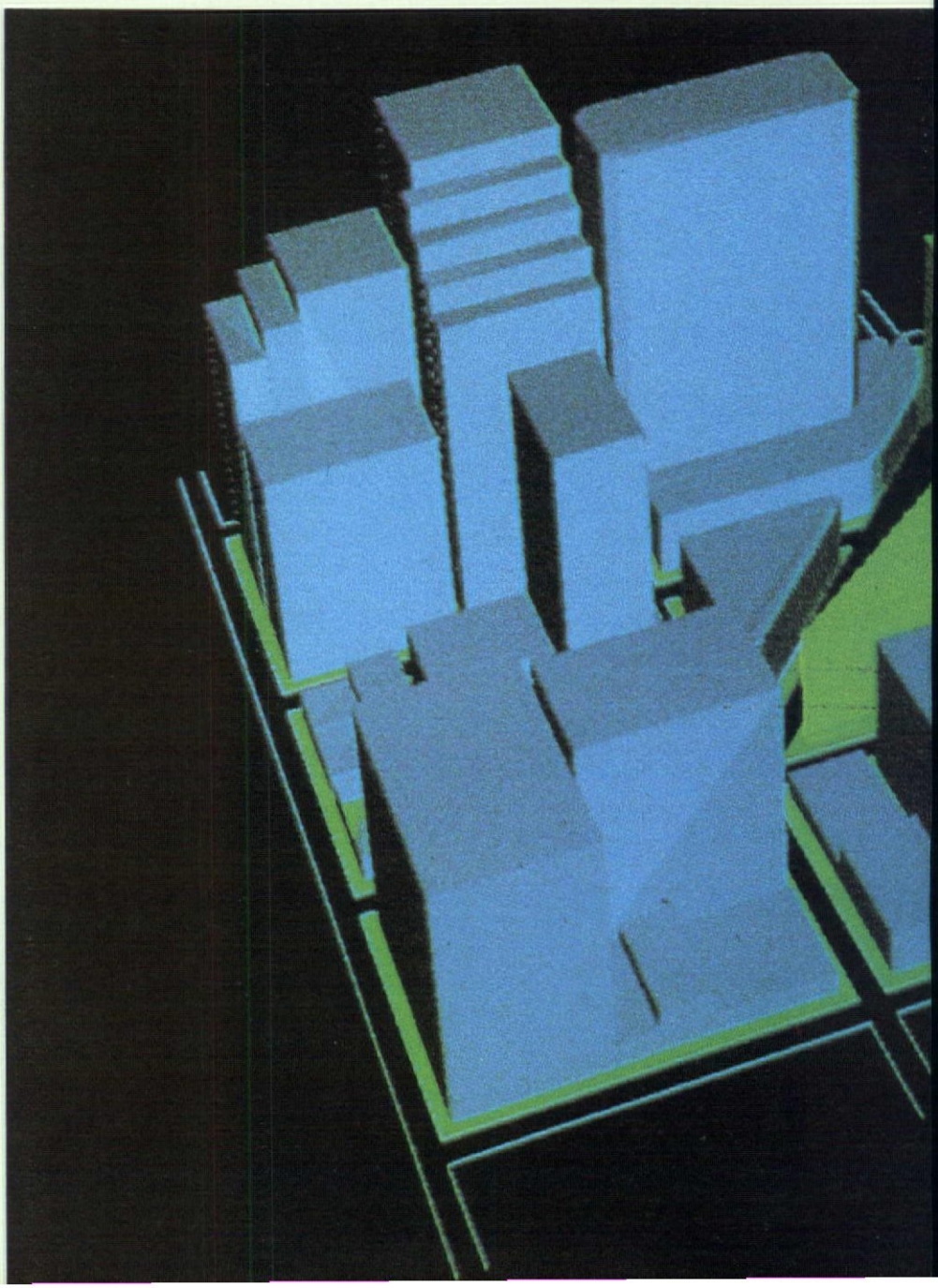
In an unprecedented move in late 1981, the Hospital Corporation of America (HCA), Nashville, Tenn., formed a task force comprised of seven competing architectural and engineering firms to explore the use of the computer in hospital design. Under the direction of Roger Panther, Ph.D., HCA's assistant vice president of design and construction, the group investigated Computer-Aided Design (CAD) to determine if that technology was sufficiently advanced for these firms and HCA to profit from its use. HCA, a 350-hospital organization, is a major client of each of the participating firms.

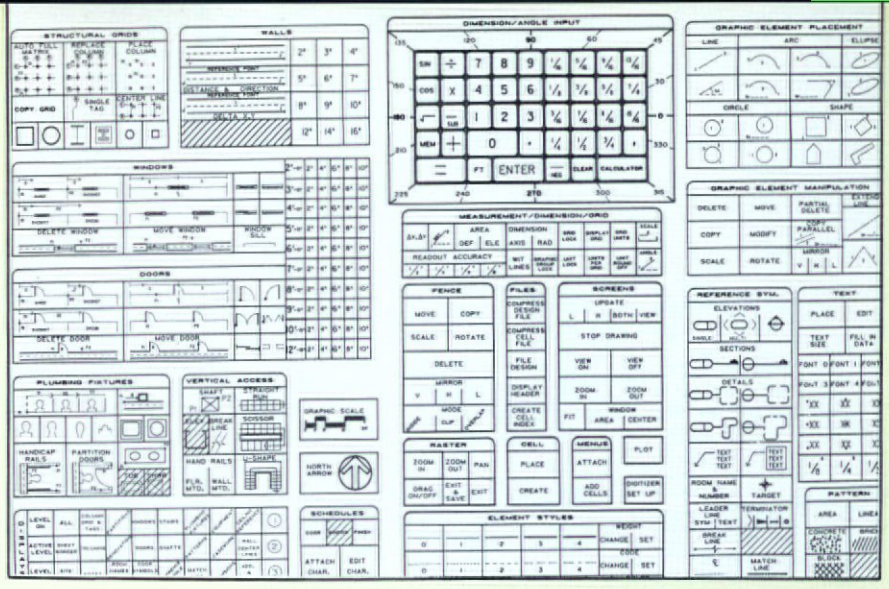
At the same time, HCA's design and construction division began to standardize the design of all its new acute care and psychiatric facilities. Because hospital design is filled with repetitive elements, HCA made this move to standardization to achieve functional hospital design and to eliminate unnecessary square footage and expense.

This meant examining individually each hospital space or room (exam/treatment and special procedure rooms, as cases in point) for 37 departmental areas. HCA chose two outstanding department managers for each area from among its 350 hospitals and assigned them an equipment planning specialist and a management/clinical systems specialist from the corporate office. Some 60 people undertook the design standardization of every one of the key rooms contained in most hospitals.

Results of these dual projects were twofold. A little over a year after the task force was formed, the seven Nashville firms—Earl Swensson Associates Inc. (architects); Gould Turner Group P.C. (architects); Gresham, Smith & Partners (architects); Yearwood & Johnson Architects Inc.; Smith, Sekman Reid Inc. (mechanical and electrical engineers); and Stanley D. Linsey & Associates Ltd. (structural engineers)—each purchased its own CAD system, an interactive computer graphics system produced by Intergraph Corporation.

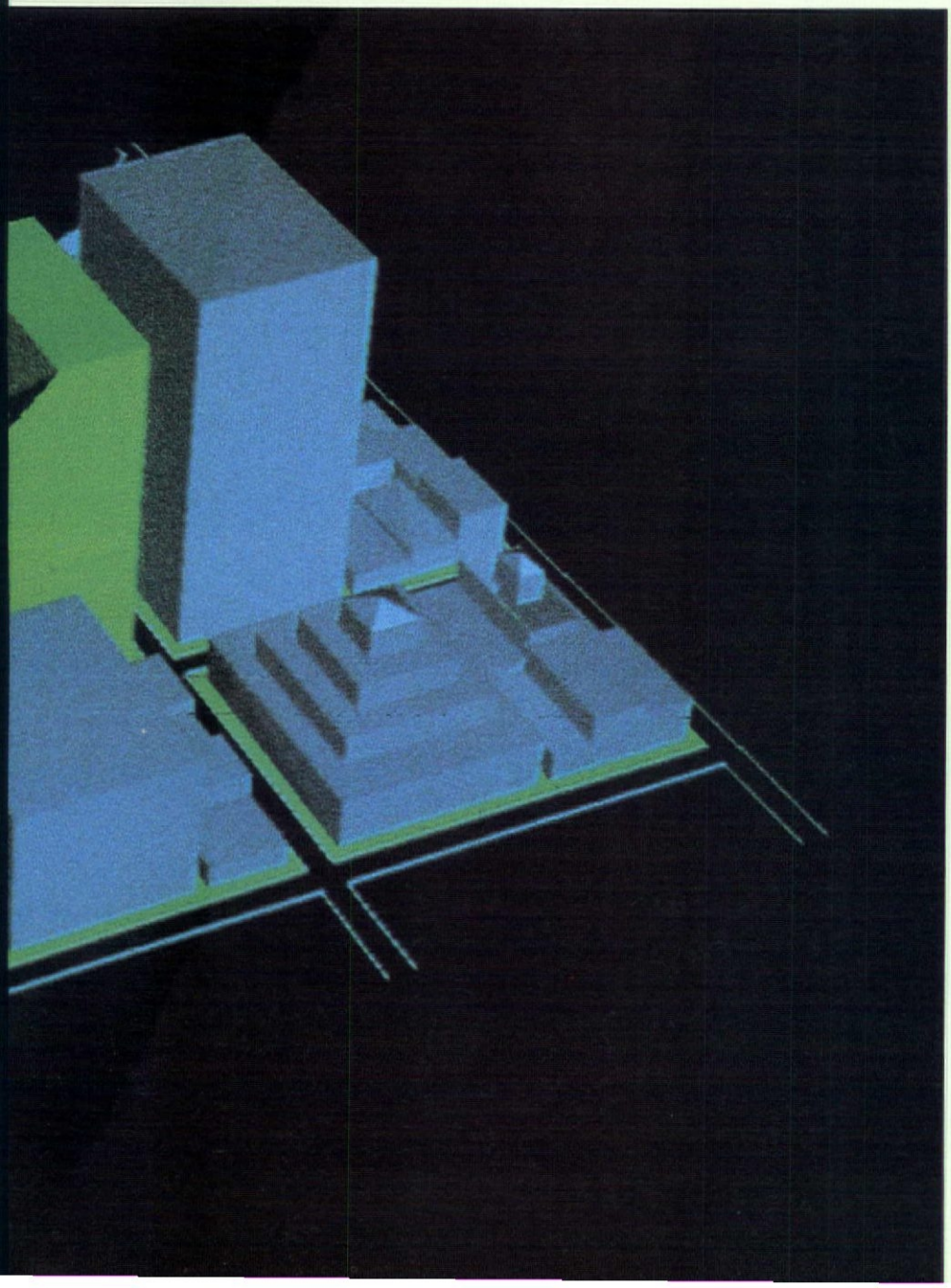
Results of HCA's effort to standardize the design of each key hospital room were compiled in a three-volume manual, "Hospital Design Guidelines," and given to the seven firms, which were now entering this information into





Computer-generated perspective of new addition to hospital complex by Intergraph CAD system is one of many functions performed on behalf of Hospital Corporation of America by seven architectural and engineering firms that have adopted the system (below). Menu of architectural floor plan elements used in the CAD system (right) is typical of architectural application in HCA hospitals throughout the world.

their data banks. The firms will exchange all computerized data with one another so each has all the relevant design information needed to handle HCA projects on the CAD system from its data bank. That system has been programmed to perform the full range of traditional design and drafting tasks in the language of the architect/engineer with greater accuracy and in much less time than manual methods.



Standardization also saves time and expense in the design process, making it easier for HCA to communicate efficiently with its consulting architectural and engineering firms. Now, with close affiliation of those firms having been developed in concert with the CAD concept, not only are designers from the various disciplines in a firm communicating through the CAD system, but designers from different firms are talking to each other by exchanging information tapes.

Professional synergy created

Besides the tangible plusses of the HCA consortium of architects and engineers—increased vendor clout, productivity, and work load; and relief from time-consuming drafting tasks —exploring the new CAD system has had a spillover effect in the area of professional and human relationships.

Mike Gould of Gould Turner Group puts it this way: "From the moment we sat down together, we communicated well. The fact we shared a common client was an impetus for us to cooperate. Beyond that, we began to trade ideas. All in all, the whole thing worked better than anyone could have imagined."

Adds Ted Stanton of Yearwood & Johnson, "I think it's important that people in the professions get together and fantasize. Because of the nature of the business, architects often are isolated from their colleagues. The group arrangement has thrown some of us together, and what is emerging is more than just the sum of one brain plus another. It's a sort of synergy, where one plus one equals three."

Task force chooses system

Before any commitments to CAD could be made, other kinds of data had to be gathered. The task force

HCA CONSORTIUM

CAD speeds architectural/engineering functions



Consortium's hospital facilities include 21 institutions not shown on map (right).

considered some 40 CAD vendors at first, eventually narrowing the field to five, then to two firms. Some members of the group, like Yearwood & Johnson's Stanton and Robert Smith, principal of Smith, Seckman Reid, logged over 75,000 airline-miles investigating vendors and visiting other A&E firms that already had made the leap into CAD.

Intergraph's Architectural System was the group's final, unanimous choice. "That system," says HCA's Dr. Panther, "met the bulk of each firm's needs. In a sense, the choice was a compromise, but one in which everyone was satisfied." Adds structural engineer Stan Lindsey, "Architects in the group probably gave more in the end, because the engineering firms wanted a system with more computational power—a little more, in fact, than the architects might have needed." When the group drew up their single purchase order, Lindsey went into Intergraph's most powerful central processing unit (CPU), a VAX-11780. The other six firms went with smaller CPU's and, like Lindsey, from one to three workstations.

The single purchase order arrangement brought a number of advantages to the group's member firms. For Gould, partner in the group's smallest firm, the advantage of this unique affiliation was obvious. "Alone," Gould says, "we couldn't have afforded the time and expense to research all those vendors and fly all around the country to meet with them." Yet, he knew his firm had to commit fully to the CAD idea—if that was the group's decision—in order to keep pace with the work load from HCA.

Makes replication more efficient

Financially, too, the advantages of the group purchasing arrangement were immediate and obvious. The purchase price of a workstation is less when a firm buys 12, for instance, than when it buys a single, stand-alone unit. Even so, most small firms—those with 10 people or less—comprising about 80 percent of the 11,000 to 12,000 architectural firms in the country, still could find it financially difficult to purchase a CAD system without a major client like HCA contributing significantly to the overall work load.

For the architects, the CAD system will have its most dramatic impact on design projects that are essentially repetitive, either from job to job, or from element to element within the same job. Data in the CAD system is stored in levels of information, much like the "levels" of information represented by each sheet of an overlay drafting assignment. The overlay drafting system is perfectly adaptable to the storage of information in a computer. Says Flem Smith of Gresham and Smith: "CAD *demands* that a firm's manual system be in order if the firm is going to get the most out of the system."

The CAD system has its greatest impact in making replication and repetition of details more efficient. "First of all, you design in full-scale on the CAD," says Ed Johnson of Yearwood & Johnson, "in actual dimensions. That means we have the ability to design in an area of 322,000 ft. by 322,000 ft. if we needed it." When working off pre-existing concepts where there is a significant element of repetition, the machine can replicate everything from doors, to rooms, to wings, to entire floors, and display it all in any scale the operator chooses—within seconds.

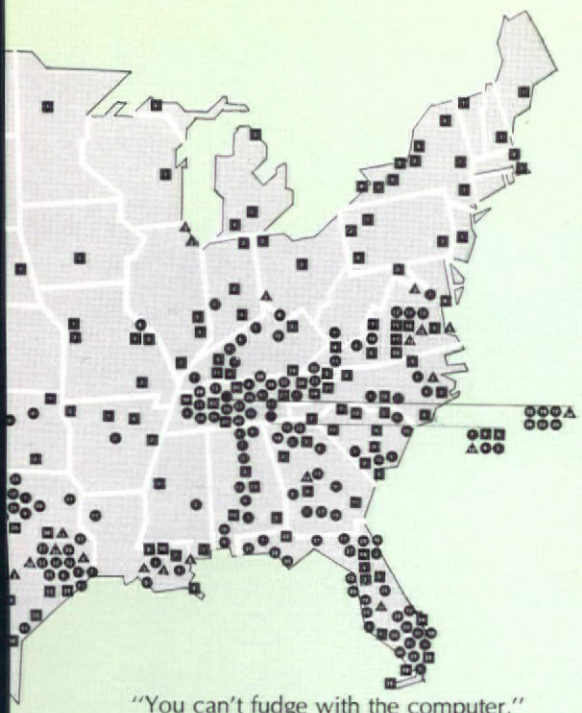
More accurate by 600 ft.

Adds I.C. Thomason's Tom Malloy, "Contract documents for a 150-to 200-bed hospital, which generally take six to eight weeks to produce, are now being turned out on the CAD system in half the time. We expect that figure will drop to around two weeks, once we are fully geared up on the system."

Accuracy of dimensioning along with the system's incredible speed in repeating design elements are great advantages to the architects as well.



Seven highly competitive architectural and engineering firms working with the 366-hospital Hospital Corporation of America are represented by (l. to r.) Jack Horner, Stanley D. Lindsey & Assoc. Ltd.; Flem Smith, Gresham Smith & Partners; Ed Johnson, Yearwood & Johnson Architects Inc.; Earl Swensson, Earl Swensson & Assoc.; Lou Baldini, I.C. Thomasson Inc.; Tom Seckman, Smith Seckman Reid Inc.; and Steve Turner, Gould Turner Group P.C.



"You can't fudge with the computer," says Gould. "It forces you to get things right, on the front end." Stanton gives the example of a project manager in his firm who worked for a week on area calculations for a hospital with eight floors. "We digested eight sheets of floor plans in the computer," says Stanton, "and it produced its calculations in a little over four minutes for each sheet." The results were figured out to four decimal places and were more accurate, according to the project manager, than his own calculations by 600 sq. ft.

The system's data base can store all sorts of detailed information. A CAD system's design file might include, for example, engineering codes, dimensions, ratings, prices, and sources. Because the system maintains a running record of everything entered into it, data can be retrieved and summarized in a multitude of forms, almost instantaneously. The implications of this kind of capability, especially in the construction phase of a project, are only beginning to be perceived.

Freedom from nitty-gritty

Freedom from tedious and mechanical work is an exciting and even exhilarating prospect for the more abstract-thinking designer or engineering professional in the seven firms. "Release the designer from the nitty-gritty, drudge work of the job," says Earl Swensson, "and you open up more time for him to think creatively, to do the things the machine *can't* do."

One thing the machine *can* do, by interacting with the designer, is try out in a matter of minutes a number of approaches to a problem, graphically, before the designer decides on a solution. Parts of designs, or whole sections, can be moved or changed in orientation on the display screen. The system also is capable of displaying three-dimensional models of both interiors and exteriors, and these can be rotated for viewing from a number of angles. Design revisions and enhancements are also easily accomplished on the CAD system.

Users expect CAD to save time

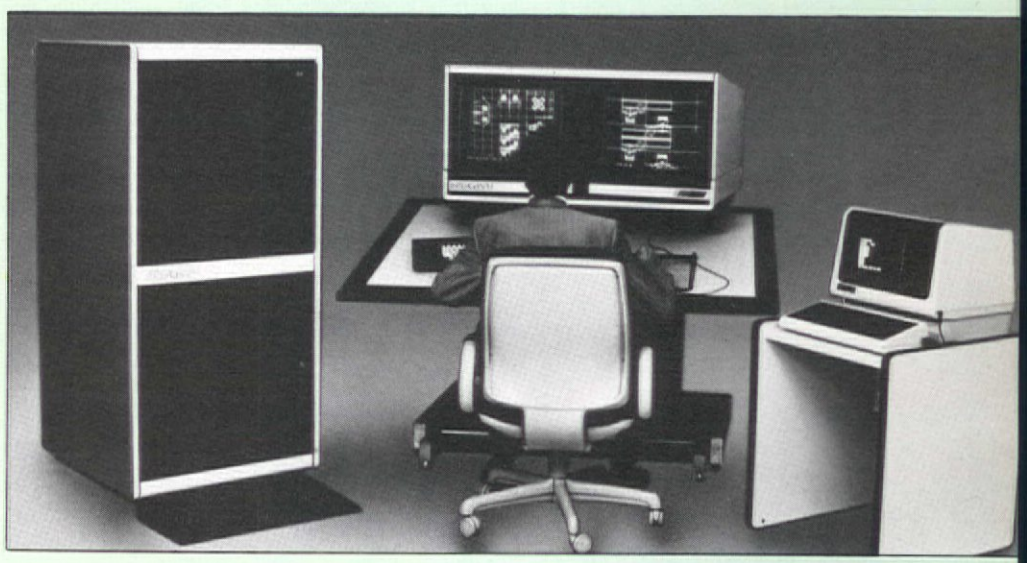
While many of the involved architects and engineers are imaginatively aware of the possibilities of the system, all are concerned with what it can do now to justify their investment. All have expectations for the system and most have general ideas in mind about how the system will affect productivity in their firms. Gould is shooting for a two- or three-to-one overall increase in productivity, with expectations of a 10-to-one increase in designing details and seven-to-one in the production of finish schedules. Swensson's Joe Crumpacker estimates a 10-to-one increase in finish schedule production.

Once a single-bed hospital room, for example, is entered with all its dimensions into the system's data bank, it can be moved intact anywhere within an area. It can be duplicated and placed in a series with its likeness. Or it can be "flipped," replicated in mirror image, then repeated, then flipped again.

Johnson uses the example of a 120-bed, four-floor hospital: "If we had to draw manually each room on each floor, it might take us a week to produce a set of contract documents for each floor. With the CAD system," he continues, "a single designer can turn out final drawings for all four floors in a day or so. Take four weeks out of the delivery process on a $25 million project and, in interest alone, you can save nearly half a million dollars."

Architect Gould sees a minimum two- to two-and-a-half year payback period for the system, but adds his firm already has exceeded what was originally expected to be spent on equipment. Still, Intergraph's menu-accessed CAD system is proving "amiable" enough that with 10 to 15 days training, according to Swensson, an architect can sit down at a workstation and be productive.

Through 1982, HCA has built 14,000 hospital beds at a construction cost of $1.3 billion. The company plans to spend an additional billion dollars in the years 1983-84. □



Intergraph Corporation's Architectural Innovator™ system dramatically reduces costs, while increasing potential for advanced design solutions among seven competing firms employed by HCA, which spent $571 million for hospital construction in its 14-year history as a healthcare consortium.

$30 Million Nursing Home Serves Human Needs, Adheres To Codes



Photos by Bob Alder.

Virginia designers develop 383,000-sq.-ft. facility-by-the-sea that conforms to mandates for healthcare planning



Does the need to meet stringent healthcare standards and codes mean sacrificing comfort and home-like ambience in healthcare facilities? At one time, both goals collided, apparently vying with one another and making simultaneous achievement of the two almost impossible.

But, these difficulties are past history. At Westminster-Canterbury retirement home and healthcare facility, Virginia Beach, Va. project designers resolved these two disparate factors by working with architects from the onset, studying geriatric charts to determine colors best suited to aging eyes, paying careful attention to interplay between fabric patterns and veiling reflections, and checking all specifications with the correct authorities. The result of these efforts is an inviting $30 million, 383,000-sq.-ft. habitat and care facility-by-the-sea that conforms with local, state, and federal mandates.

Colors add "down-home" flavor

Susan Donn + Designworks Norfolk planning and design firm, collaborated with Virginia architects Shriver & Holland to assure that basic design elements affected by codes were incorporated into building plans early. Criteria such as minimum room size and cor-



Ground plan (right) of Westminster-Canterbury healthcare and retirement complex shows architectural links joining the two facilities. Medical building day room (opp. page, top) and dining hall corridor in residential facility (above) are illustrative of space planners' successful attempt at further relating the two structures with similar design motifs. Structural links can be seen in exterior photo (opp. page, bottom).

ridor width, window placement, and finish materials were delineated to avoid later design revisions.

Designers then researched visual problems associated with aging. Contrasting colors that would announce directional information and reflect a "down-home" Virginia feeling were selected. Finally, all design specs were submitted for approval by the facility's funding corporation, board of directors, a geriatric consultant, and the building committee.

Says Susan Donn, space planning firm principal, "On the one hand, we had to satisfy the Health, Education & Welfare department (HEW), state fire marshals, Housing & Urban Development (HUD), and meet Virginia Certificate of Need requirements simply to open a healthcare facility. At the same time, we were responsible to the Westminster-Canterbury Corp., an Episcopalian/Presbyterian organization comprised of people who plan to live in the home in the future. Obviously, these people feel they have a lot at stake where design is concerned.

"To assure that space planning and decor would meet with the organization's approval, a three-woman committee was appointed to oversee design specifications. These women were of inestimable value in creating an atmosphere that is pleasing to local

WESTMINSTER-CANTERBURY RETIREMENT/HEALTHCARE FACILITY

Budget bridges functional & esthetic demands

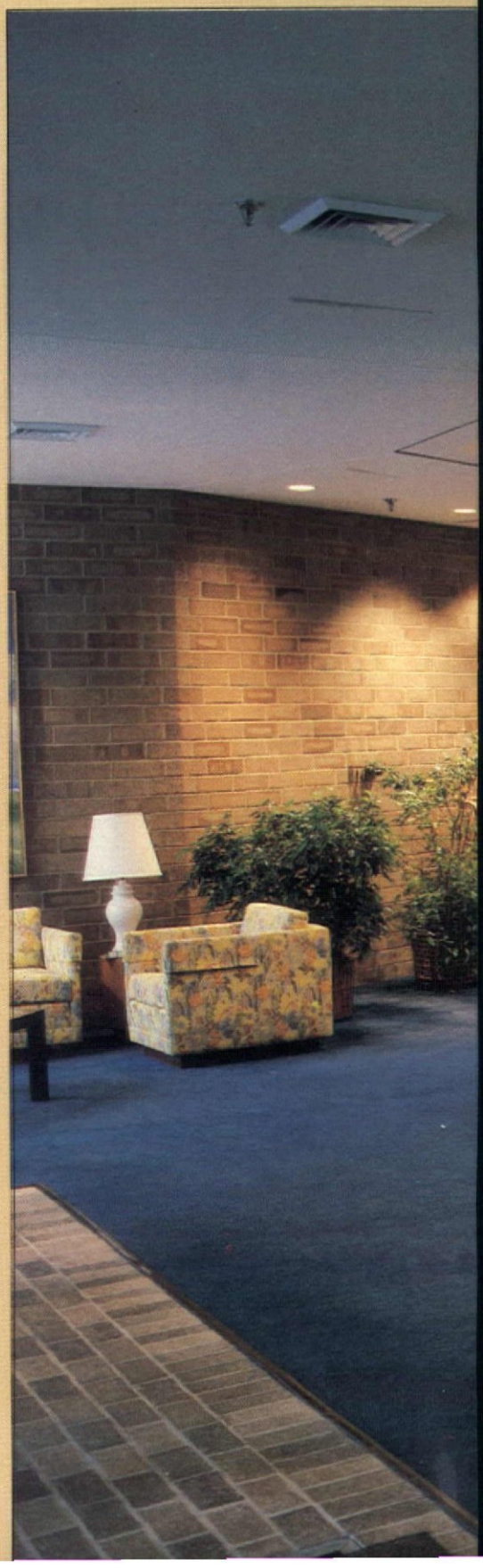
residents—the facility's future tenants."

Flanked by the Atlantic Ocean and Chesapeake Bay, the facility's two buildings are connected by a ground floor extension as well as interrelated design motifs. In the retirement home, a federalist blue is the dominant surface color and is accented by muted pinks and yellows. The healthcare facility features easily maintained neutral tones with green accents. Both color schemes have a strong relationship to the cast of the sea.

Upholstered furniture chosen for the retirement facility consist of clean, rectilinear pieces that adapt to a range of period decors. Such selections combine well with antique furnishings donated by Westminster-Canterbury members, many of whom belong to old Virginia families.



"People who plan to live in the home in the future . . . have a lot at stake where design is concerned"–Susan Donn, principal, Susan Donn & Designworks.



Research minimizes later revisions

With the exception of budget constraints, few restrictions limited design of the housing facility. However, requirements affecting healthcare design as set forth by HEW, HUD, Life Safety and Care-Type Housing codes, as well as the Public Health Service, include the following:

- Alteration of original plans for private rooms to double occupancy quarters.
- Fire and safety alarms, emergency lighting, and fire-safe walls, ceilings, patient rooms, and hallways.
- Room areas—exclusive of toilets, closets, lockers, and vestibules—no less than 80-sq. ft.; no more than two beds per room, side-by-side, parallel to window walls.
- Windows encompassing no less than 1/8 of room area; one-half of window space to be openable; windows sills no higher than 3-ft. from floor.
- Main corridors at least 8-ft. wide; uninterrupted handrails provided on both sides of corridors.
- Class A ASTM E-84 fire-ratings for furnishings, wallcoverings, floorcoverings, fabrics, window treatments, and wall hangings.

Although extensive research went into architectural and interior design spec development, several minor elements demanded later treatment if esthetic and functional requirements of users were to be met. For example, levers were substituted for doorknobs in an attempt to ease egress. Downlights in hallways which created a "puddle" effect were removed and replaced with fluorescent fixtures. These emit more generalized, unobstrusive illumination that is easier on older eyes.

Finally, space planners searched for seating, flooring, and casements that would be cost-effective, easily maintained, and add a home-like feeling. As a result, floors are carpeted throughout the housing facility as are those in healthcare building corridors and public spaces. Carpet patterns that do not distort vision were carefully selected. Window blinds were specified for maintenance purposes although residents may add curtains if desired. Seating selection involved a series of trips to the Chicago Merchandise Mart where designers evaluated ergonomic features of a wide range of chairs.

Additionally, a generous art budget was provided. Works are custom pieces by local artisans that reinforce the facility's native Virginia appeal. □

SOURCES

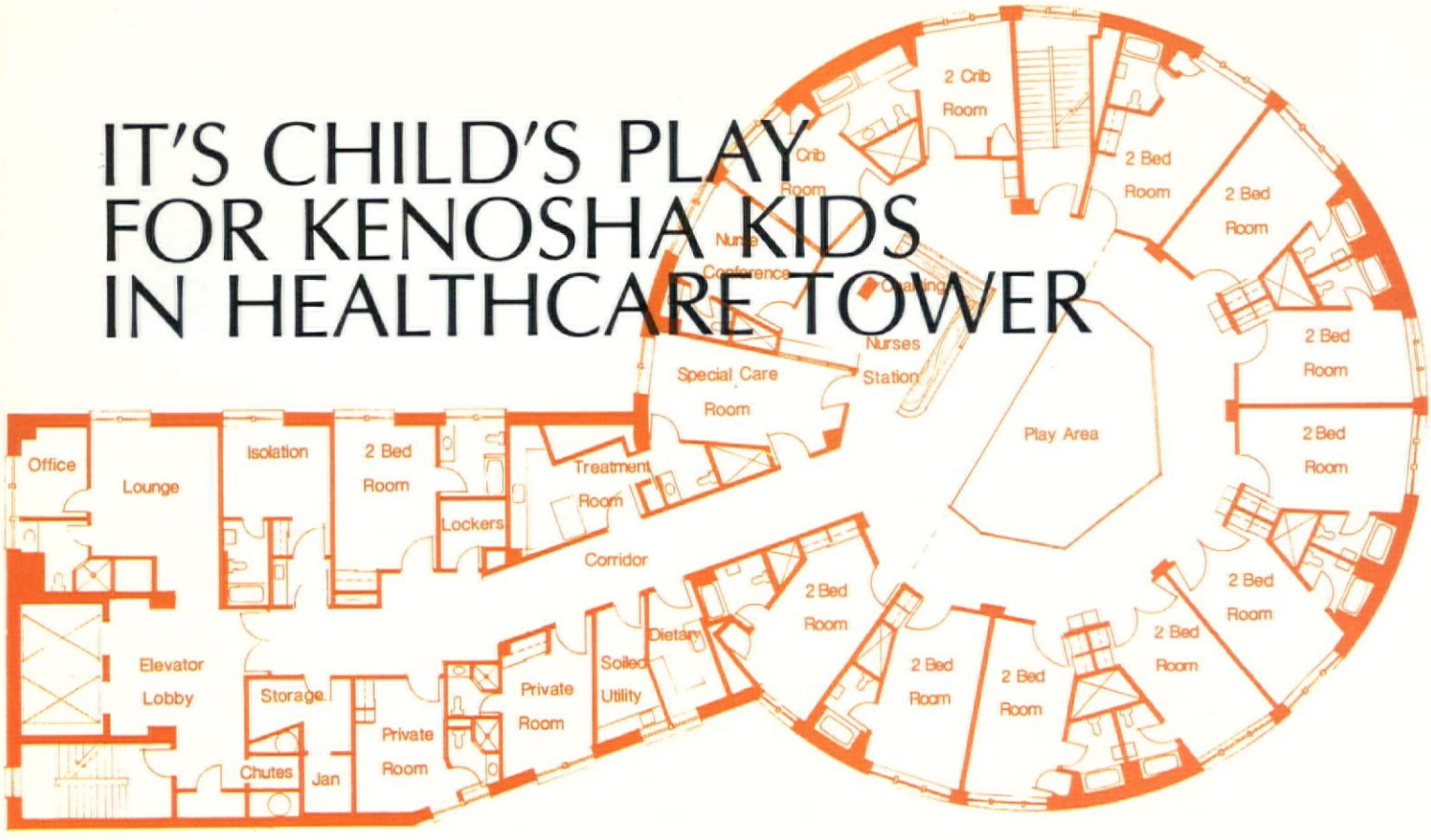
Seating—Thonet, Nemschoff Assoc., St. Timothy, Hickory Chair Co. **Fabric**—Clarence House, Bassett McNab, Waverly, Schumacher, Boris Kroll, Lazarus, Naugahyde. **Tables**—Howe. **Window treatments**—Maharam. **Wallcoverings**—Karl Mann. **Carpet**—Lees, Bigelow. **Cabinetry and millwork**—Burton Lumber. **Plants**—Mr. Greenjeans.

Interior design—Susan Donn, design director; Irene Freedland, project manager; Susan Donn + Designworks. **Architecture**—Shriver & Holland. Norfolk, Va. **General contracting**—Basic Construction.

Columns in residential facility reception area (below) would be visual obstructions if not incorporated in design schemes. Instead, planners surrounded them with seating and plants and gave them a purpose in the structure.



IT'S CHILD'S PLAY FOR KENOSHA KIDS IN HEALTHCARE TOWER



PKR designers make children feel at home while integrating medical elements into humanized design





After rooms are constructed around the perimeter of a round building, what can be done to make a circular center space functional? In the case of the Kenosha Memorial Hospital Child and Adolescent Unit, Kenosha, Wis., trapped center space makes a perfect play area and nurses' station with high visibility and easy access from all rooms.

Brainchild of Plunkett Keymar Reginato (PKR) Architects and PKR Interior Consultants, Milwaukee, the tower unit required a design yielding constant patient supervision. Rooms built around outside walls of the hospital tower offer impressive views of Lake Michigan, as well as provide copious amounts of daylight. The 10,000-sq.-ft. tower holds one special care, two crib, three private, and 10 semi-private rooms.

Existing ducts and structural elements determined the new layout of the tower constructed in the 1960s, according to Albin Kubala, project architect, PKR. All rooms are spoked from the center of the round space. The remaining circular configuration forms a play area where multi-colored felt banners hang overhead to baffle sound. Laminated plastic storage cubes and carpeted blocks create ample climbing/play platforms and seating.

Building materials were custom-cut to fit the circular playspace in interchangeable forms. Children have convenient access to the area; those unable to leave their rooms can view the playspace from their beds. Double doors on two rooms create a completely open doorway for center area visibility. Clear acrylic panels surrounding the adjacent nurses' station give conversational privacy while allowing high visibility for constant supervision of key areas.

Vivid colors enhance space

Fifteen different vividly colored wallpaper designs were chosen for patient rooms. Bright signage hung outside doorways and corresponding door trim also help children identify their own rooms. Patients' artwork may be hung outside room entrances in permanently mounted frames.

Joan Jenquin, interior designer, PKR, continued the cheerful theme with blue, green, orange, and yellow accents for draperies and furniture. Rooms are furnished with bed/chair units so parents may sleep near children; play platforms in the center area are high enough for comfortable adult seating. A parents' lounge holds a private bath and conversation area.

Soft gray carpeting brings warmth to the central core while ceramic tile surrounds the space and defines corridors. Rooms have vinyl flooring, yet are warmed by wood doors and furnishings and wall-mounted lighting. Jenquin consulted hos-

Floorplan of children's ward (opp. page, top) illustrates circular layout of space. Adjacent corridor contains rooms for older children. Child-sized furniture in each room (opp. page, below) allows in-room play. Collective playspace (above) has carpeted platforms for play and seating, as well as nurses' station for constant supervision.



pital maintenance staffs on choices of colors and materials.

For pre-teens, or teens too old for the collective play area, a corridor leading to the tower has been fitted with several patient rooms. A brightly painted wall with unit signage directs visitors through this corridor after entry from the elevator bank. This wall treatment is different than unit signage in any other part of the hospital, according to PKR.

Making children feel at home while achieving unity in design elements and medical requirements was a foremost objective in the Kenosha project. Reports Jenquin, "We wanted to provide a non-threatening environment, so we integrated the human dimension and perspective of young users into design."

Wheel of banners hung above play space (above) muffles sound and brightens ceiling to coordinate with primary colors used throughout the area. The same tones, used for wall treatment and signage in the elevator lobby (below), mark entrance to the unit.

SOURCES

Architect—Plunket Keymar Reginato Architects; Albin Kubala, project manager. **Interior designer**—PKR Interior Consultants; Joan Jenquin, project interior designer.

Carpet—Lees. **Wallcovering**—Vicrtex, Imperial. **Lighting**—Columbia. **Flooring**—Armstrong. **Banners**—Julien Shade Shop, Northwestern Drapery. **Drapery fabric**—Maharam. **Children's chairs, tables**—Krueger. **Chairs**—Duofold. **Nurses' station, exchange cart**—Herman Miller. **Signage**—ASI/Derse Technical Signage.



HEALTHCARE FACILITIES COLORS KEYED TO STANDARDS

Unlike most commercial or institutional environments, hospital facilities have specific requirements that help carry out the healthcare mission. Particularly in the use and rationalization of color, standards are set to meet specific environmental, patient, and staff needs.

Margaret Richter, president of Margaret Richter Associates Inc., New York City health facilities consulting firm, provides this color-usage chart, used in the planning and development of health-related facilities.

"A true design concept," says Richter, "revolves around a theme, which, in the case of hospital design must be guided by strict design rules—hospital building codes established by Federal, state, and local authorities.

"Hospitals, by their very nature, have an enormous amount of furniture and equipment to combine into a design concept. Color and finishes of these items should be made on the basis of standards, not a piece-meal basis. The latter usually will result in an array of goods and finishes that lack the warmth of a concept."

The accompanying chart provides a basis for effective planning. □

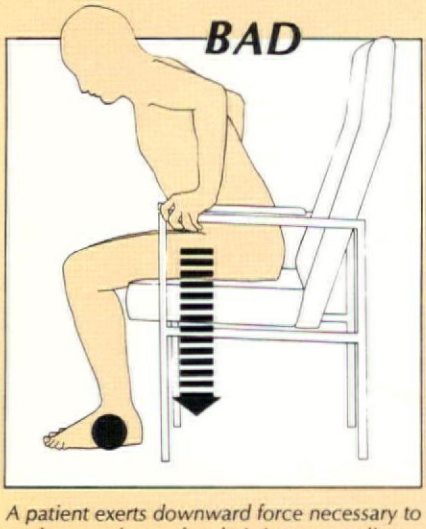
STANDARD HEALTHCARE DESIGN REQUIREMENTS

WHERE	WHAT	HOW	WHY
Patients Bedrooms/ Bathrooms	Wall Colors	One color per room Don't exceed four interrelated room colors	Accent colors are institutional Difficult to maintain
Patient Bedrooms (Except Pediatrics and Intensive Care)	Cubicle Curtains	One color and/or pattern hospital-wide Machine washable Inherently flame resistant Mesh top	Installation ease after washing Maintenance needs Code Ventilation
Patient Bedrooms	Window Draperies or Shades	One color and/or pattern hospital-wide	Installation ease after washing Visual consistency from the outside of building
Patient Bedrooms	Plastic Laminate	One standard color or pattern Both furniture and wall console	Design consistency Replacement ease
Patient Bedrooms	Chairs	One color per room Not to exceed four colors per floor	Design consistency Flexibility without confusion
Patient Bedrooms	Shower Curtains	One color or pattern Hospital-wide standard	Flexibility Maintenance ease cost-efficiency
Patient Bedrooms	Doors leading to corridor	One color or finish Avoid plastic laminates with "wood" finishes	Design continuity Avoid a mixture and abundance of wood grains
Corridors	Wall base strips	Hospital-wide standard To match corridor doors	Continuity Continuity
Corridors, where heavy equipment is used	Corner guards with removable vinyl strips	Hospital-wide standard To match wall base strip	Design continuity Design continuity
Nurses' Stations	Workstations	Counter sections to be at eye level when a staff member is seated behind the station	Permit visitor/staff direct observation of intensive-care patients

Controlled Patient Movement Vital In Healthcare Seating

Comfort, ease of maintenance, and extended use features contribute to good healthcare facility chair design

by **ROGER KENNETH LEIB, AIA**



A patient exerts downward force necessary to push up and out of a chair into a standing position. Note that because the armrests are typically set behind the front of the chair seat, the direction of push is behind the knees, so most of the force must be exerted by the upper body.



Armrests, extending well in front of the seat front, enable sitter to first pull himself forward in the chair, with hands and feet aligned. This enables the sitter to use more highly developed leg muscles to help in standing up. Note, too, that the rear of the seat has riser to provide an extra lift, making it easier to stand up.

Chairs used in healthcare facilities must offer patients the ability to accommodate some bodily movement. They must serve as an integral element in a continuum of movement between bedrest and walking.

How well the chair facilitates safe movement from bed to chair, chair to wheelchair, and chair to walker determines its validity in the healthcare environment.

Well designed chairs provide for absolutely stable armrest fronts that extend as far forward of the seat front as possible. That stability of armrest fronts is crucial, since it is against them that the user will push when rising out of the chair. Any instability at that point will make the patient unsure. Downward motion of the armrest fronts will act against the direction in which the user is trying to move, or worse, cause a fall.

A forward extension of the armrest fronts allows the user to first pull forward in the seat, over the center of gravity of the feet, bringing the leg muscles into use for the task of rising, rather than using the much weaker upper body muscles, which usually must do all the work.

Allowing the legs to do more of the work is especially important to the Parkinsonian patient, the debilitated patient, and the patient with arthritis in the arms or shoulders. Forward-extending armrests also will aid the user in transferring to a walker.

Fold-down arms can help in special

instances where side transfer of hip patients is required. Seats with rear edges that elevate to lift or help propel users to their feet are recommended.

Stability

- Is there "rear scoot" on the chair? Soft glides on the rearmost supports of legs become the "leading edge" when a chair slides backwards. Generally, the softer the glides are, the higher the coefficient of friction. This should be an available option.
- Is there danger of front tip on exiting? Side tip? Determine the area of floor circumscribed by the parts of the chair base (glides, for instance) that actually make physical contact with the floor surface. These should fall outside of that area of the chair taking direct vertical load and certainly outside the user's center of gravity. Obviously the broader the base, the more stable the chair. Test by tipping the chair being evaluated.
- What about rear tip? Can a patient with long legs pivot backwards far enough to shift the center of gravity behind the rearmost floor contacts and thus tip backwards?

Initial Comfort Factors

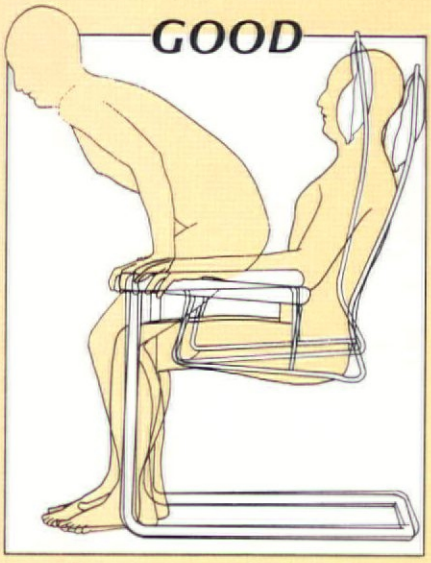
How comfortable is the general form and construction of the chair? How evenly is pressure distributed along the body? As a rule of thumb, the more contact the chair makes with the user's body, the less pressure there will be at each point of contact. The more even the distribution, the greater the comfort. This maximization of body contact with the chair is especially important to patients with peripheral neuropathy, for whom the greater contact area increases their sense of support and security. Chairs should have anthropomorphic contouring.

The rules of initial comfort are really fairly simple:

- Pick a chair with pronounced lumbar support. Almost everyone's lumbar region is located at the same height off the seat. The average specifier's physiognomy is a good sounding board. Test the chair, see how it feels, and trust personal observations.
- A high-back chair should have a small pillow adjustable in height. This should nest into the small of the neck. Adjustability is highly desirable since this height (small of neck to seat) varies significantly among individuals.
- The chair should be flat or slightly convex across the shoulders. Concave seatbacks cause hunching forward of the shoulders.
- Seats should be slightly resilient (so as not to concentrate pressure on the ischial tuberosities) but firm. Soft seats (and loosely slung wheelchairs) uncomfortably rotate the hips inward.
- The front edge of the seat should be rounded downward to minimize pressure under the thighs, which diminishes circulation to the legs.
- Seat angle should lean the user into the chairback sufficiently so that an appropriate portion of weight is supported by the chairback, not just the seat. Again, the more even the distribution along the entire dorsal surface of the body, the greater the sensation of comfort. Limiting factors of incline are the functions the user will perform in the chair and ease of exit.
- Armrests help take some of the weight from the upper body off the seat, when the rear top surface (especially) is firm, but slightly resilient to minimize pressure on elbows. Front edges should be large and rounded for easy gripping, especially by arthritic hands.



Most rockers and chairs with forwardly-cantilevered armrests react under the downward force exerted by a sitter pushing upward. Instead of providing a stable support, they tip forward or downward as the sitter tries to move in the opposite direction.



Vertical front supports of a chair should serve as axial props for pushing against by keeping the front of the armrests motionless.

Prolonged-use Comfort Factors

How comfortable will the chair be over time, for prolonged sitting? How do materials and dynamics of the chair affect natural body processes?

- Is the chair dynamic or rigid? Rule of thumb: either the chair accommo-

Extended functions relate to medical needs

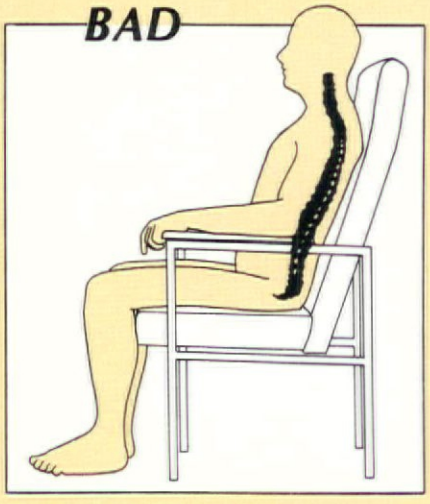
dates gross body motion (such as rocking or tilting) or the healthy user eventually will fidget and squirm (both to work off body tensions and redistribute pressure along the body). It has been estimated that a day's rocking in a typical rocking chair provides the equivalent of a 20-minute brisk walk.

• Does the chair cycle pressure distribution? There are many sophisticated means and commercial accessories for changing the concentration of weight along supported parts of the body, particularly for decubitis treatment. A simple rocking motion, which tips the user into the chair, accomplishes this well by redistributing pressure along the underside of the legs and seat.

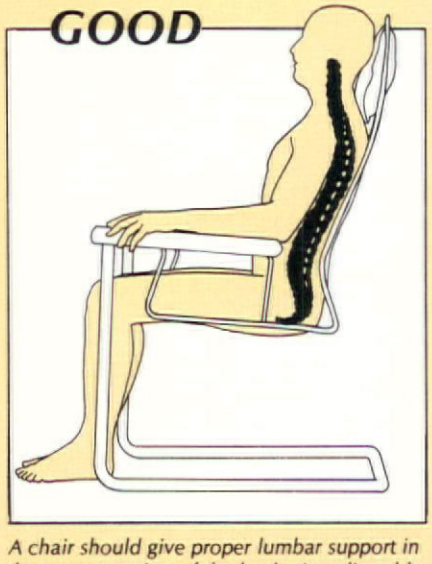
• Does the chair become hot and sweaty? For the sake of washability, most chairs are covered in a non-porous vinyl, which usually builds up heat and accumulates moisture. Consider heavily channeled vinyl or even better, chairs with washable, porous mesh seats and backs. Eliminating heat buildup and sweatiness does away with two causative factors in decubitis formation and allows an existing condition to heal.

• Can the user's feet be elevated? The issue is more complex than it might seem: elevating the feet without opening out (flattening) the seat/back angle can rotate the hips into an awkward and uncomfortable position. In a non-recliner, the most comfortable position angles the legs downward. Along what points are the legs supported? If the leg support doesn't extend far forward enough, circulation in the legs can be impaired. Unless such supports are extendible and retractable by the patient, they tend to impair the user's ability to exit a chair.

• If desired for medical reasons, an integral ottoman or a freestanding ottoman which can be slid under the chair should be specified. Such ottomans have the singular advantage of serving as an extra stool in crowded rooms.



Common faults with chair back configurations: Most backs are either flat or concave in the lumbar region where they should be convex to support the small of the back, or convex too high above the seat to give proper support to the correct area. Headrests typically curve too far back away from the head or forward to meet the small of the neck. Curving away from the neck is uncomfortable for everyone. A fixed height neck curvature is comfortable only for those who are either taller or shorter than "average."



A chair should give proper lumbar support in the correct region of the back. An adjustable headrest fitting into the small of the neck provides comfort and support no matter what height the sitter.

Housekeeping and Maintenance Requirements

• Will there be a rotting or odor-retention problem? When subject to frequent urine or other body waste spills, stuffed chairs, or those with inner spring construction, are archaic. Sling chairs with a minimum of cracks and crevices are desirable.

• Washability. Can the chair be scrubbed down or even sterilized? A minimum of stuffing or internal hollows in which moisture can collect should be sought. If a high degree of washability is required, choose either a vinyl or porous mesh sling, or a removable fabric pad, which can be separately laundered or dry cleaned.

• Durability of materials. Metal chairs, properly finished, maintain their appearance far longer in an institutional setting than do their wood counterparts. Fused "powder" coatings on metals, offering an unlimited range of color possibilities, recently have become very popular with designers. While their chip resistance is quite good, being plastic, they will scratch. Nothing in common use exceeds the durability of good chrome plating. Processes vary widely with dual nickel (marine-grade) chrome finishes topping the list. If wood is to be used, a two-part catalyzed polyurethane finish is the most durable.

• Replacement of non-durable parts. Typically, the parts of a chair to show wear, vandalism, or burn marks most are the seat and armrests. Chairs should have the following characteristics: 1) a seat whose function will not be impaired by stabs or knife slashes that would permit fluids or other moisture to enter a closed space; 2) a removable replaceable pad covering the seat; and 3) removable and replaceable armrests.

Decorative Requirements

Is the chair traditional or contemporary? Characteristics which make a chair "traditional" in appearance also make it

generally inappropriate to the health care setting. These negative characteristics are: unnecessary and impractical stuffing, inappropriate and counterfunctional coverings, excess weight and bulk, potential smoke and fuel contribution, rigidity, and limited function.

That's a big price to pay for a so-called "homey" look, and a chair is too crucial a piece of patient care equipment to burden with such functional deficits. It's far smarter to color-coordinate a functionally-designed (contemporary) chair into a setting and achieve a homey look through less functionally-strategic specifications such as wall, floor, bed, window coverings, and case goods.

Extended Function

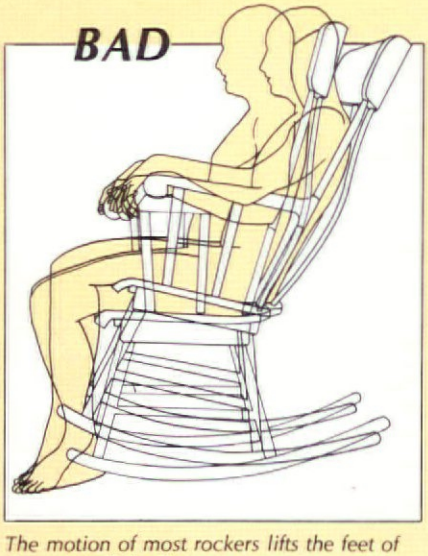
• Should a chair recline? Many administrators prefer a mixture of recliners and non-recliners in a healthcare facility, limiting recliners to areas with more severely debilitated users.

• Should a chair accommodate food service? This option is a useful one. However, as with airline meal service, most trays hold the diner captive until someone else removes it. An overbed table or other freestanding, lightweight TV-type tray with legs circumvents the problem. Tables or trays with recessed centers to contain spills are ideal.

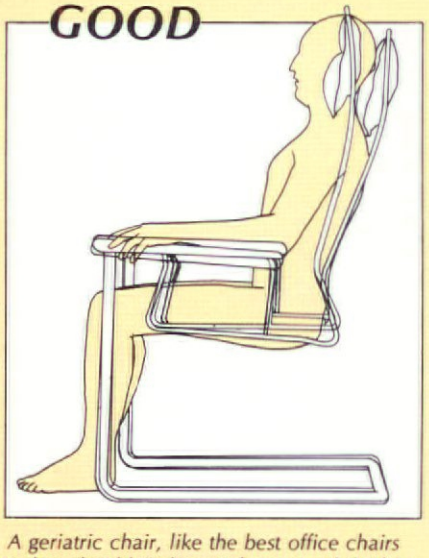
• Can a chair help keep urine spills off the floor and thus permit more widespread use of carpeting? Yes. Such underseat urine collection pans are quite appropriately used with porous mesh seats.

• What about commode chairs? Fine, but with a soft, resilient or at least flush seat ring. Prolonged sitting on a hard, highly-contoured seat ring can be painful to the point of cruelty.

• What about patient transport-type wheels? A fine idea, and much more appropriate to the user incapable of auto-mobility. A foot shelf to keep the feet off the floor, reasonable stability, and brakes on a minimum of two casters are important.



The motion of most rockers lifts the feet of the sitter off the floor.



A geriatric chair, like the best office chairs today, should recline at the rear, while the front of the chair remains at a fixed height to prevent liftoff.

• Patient restraint considerations. Do chairs effectively keep a patient from falling out? Probably not, but there are a variety of chairs that make patients feel as if they are wearing horse blinders. The most failsafe means of keeping a patient from falling out of the chair is with an integral restraint belt or vest. Avoid makeshift sheet restraints from which patients can't be freed rapidly in the event of fire.

• Input-output: should chairs accommodate IV poles and drainage bags? If stationary chairs are used in a facility, there's little purpose in having a special chair-mounted IV pole attachment (parts for which are likely to get misplaced), since the standard IV poles should service the patient in bed as well.

In cases where mobile wheel-based chairs are used comprehensively in a facility, attached IV poles might service a relatively small percentage of patients conveniently outside of their rooms. Drainage bags generally attach so conveniently that special accommodations for them are superfluous.

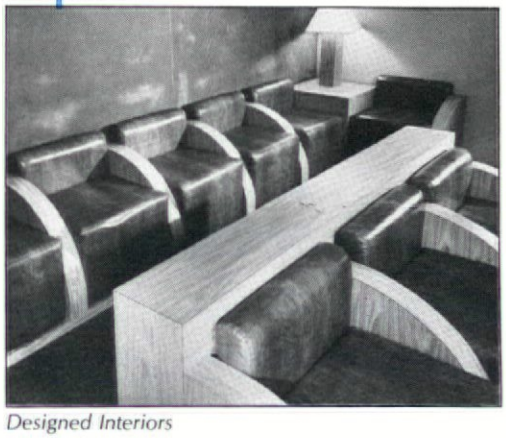
• Multifunctionality. A chair is a bed is an exam table is a skateboard. Just how much should be expected from a chair? The answer depends on how one views seating. It may function only to hold someone in an upright posture. Or the same piece of equipment can be used to perform a variety of functions. To impose a variety of functions on a chair, however, tends to limit its ability (in a design and engineering sense) to optimally serve its most important role—that of being a good seating instrument for its user. □

Roger K. Leib, AIA, is an architect, product designer, and president of Add Interior Systems Inc., Los Angeles, a manufacturer of healthcare seating.

SOFT-EDGED FURNITURE BOOSTS USER-SAFETY IN HEALTHCARE SETTINGS



Ambiant Ltd.



Designed Interiors

New furnishings & ancillary products for medical spaces illustrate this market's emphasis on ergonomic design



Acme Kitchen



Haller Systems



Tuohy Furniture



Kinetics



CI Designs



Howe

Ambiant Ltd.—Series 900 high-back seating is designed by Michael Stewart. Made from 11-ply, molded lacquered maple veneer, chairs are covered with field-replaceable standard or COM fabrics cushioned by polyurethane foam and dacron. Individual parts can be removed for maintenance. **Circle No. 222.**

Designed Interiors Inc.—Coordinated chair units, laminate cube tables, magazine racks, and lamps are available. Seating is constructed of high-density, vinyl-covered foam set within all-wood frames. **Circle No. 212.**

Acme Kitchen—Integrated kitchenette units include refrigerator, range, sink, and storage cabinet. A choice of 10 sizes and four colors are offered. **Circle No. 207.**

Haller Systems—Modular steel medical consultation room furniture adapts to needs of user. Work surfaces, instrument storage, x-ray viewing screen, and examination table integrate to create flexible medical environments. **Circle No. 217.**

Tuohy Furniture—Plexus Armchair Group is made with red oak, ash, or walnut frames. Fabric or vinyl upholstery is supported by suspension webbing. Seats are of polyurethane foam with a plywood core. Tables are made of plastic laminate with particle board core. **Circle No. 210.**

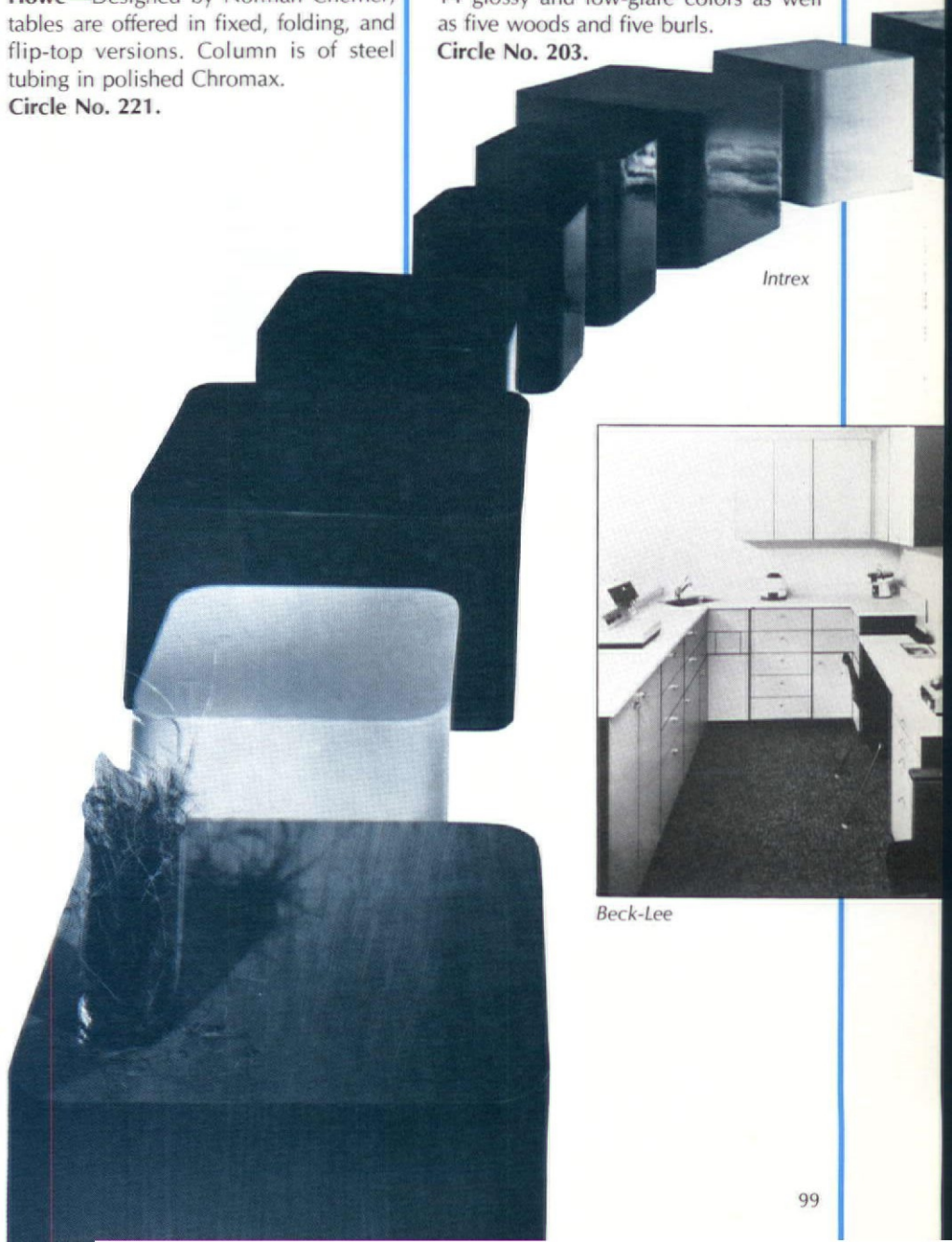
Kinetics—Discipline seating and table units are engineered for heavy-traffic areas such as hospital cafeterias. A variety of upholstery fabric and color options are offered. **Circle No. 231.**

CI Designs—Warren Platner chairs are made with laminated bentwood frames in white oak, walnut, or colored maple. Molded-foam seating is offered with a choice of standard or COM fabrics. **Circle No. 205.**

Howe—Designed by Norman Cherner, tables are offered in fixed, folding, and flip-top versions. Column is of steel tubing in polished Chromax. **Circle No. 221.**

Beck-Lee—MSU cabinetry line features 3/4-in. thick, laminated panels and drawers. Units are set on leveling glides for stability. **Circle No. 202.**

Intrex—Radius-corner table units are called Quarks. Designs are available in 14 glossy and low-glare colors as well as five woods and five burls. **Circle No. 203.**



Intrex

Beck-Lee

Add to product usage with optional components



Modern Contract Furniture

Modern Contract Furniture—New healthcare furnishings introductions include two lounge/solarium groups, desks, freestanding pedestals, bedside cabinets, and auto-adjustable overbed tables. Firm seats and high backs provide comfort and support for elderly and recovering patients. Furniture features butcher-block end panels.
Circle No. 223.

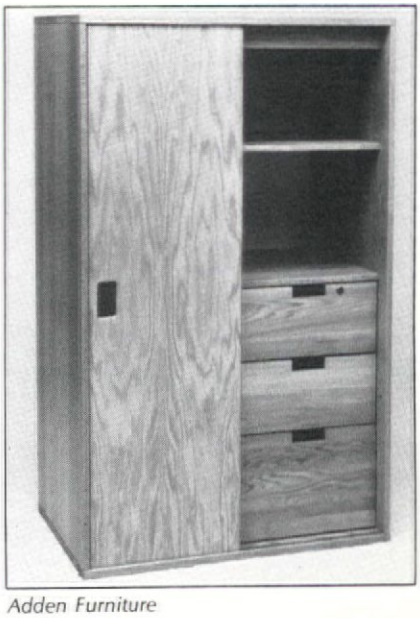
Adden Furniture—Roommate Collection of solid oak institutional furniture includes wardrobe (shown) with sliding door, chest, and adjustable shelf. Stops, which are cut into the unit's top and bottom, prohibit side panel damage when closet door is slammed.
Circle No. 228.

AMSCO—Sink module is stainless steel and features over- and under-counter storage. Medication module has double-lock narcotics locker, security wall-lock, and "door unlocked" warning light. Product is part of firm's Unicell Space and Material Management System for healthcare environments.
Circle No. 211.

Cumberland—Reception desk is available in a variety of configurations. Standard mid-height ledge is located 32-in. above the floor. Oak, walnut, and oil-finished wood are offered.
Circle No. 209.

Plymold Booths—CEBRA collection features four- and six-seat clusters in both wall- and island-style configurations. Chairs have self-centering swivel-spring return; tabletops are of mar-, stain-, and burn-resistant laminated plastic. Products can be quick-shipped. **Circle No. 206.**

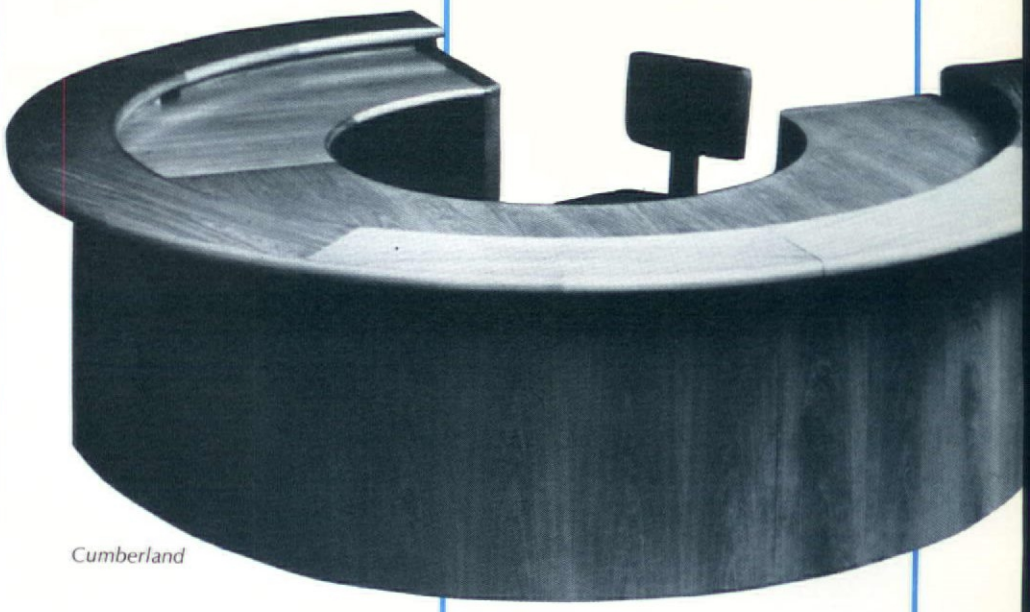
ModuForm—Durable, maintenance-free lounge furniture is specifically engineered for heavy-traffic areas such as hospital lobbies. Seating features seamless, 1/4-in. leather-grained vinyl upholstery and a polyurethane, fire-retardant foam core. **Circle No. 201.**



Adden Furniture



AMSCO



Cumberland



Add Interior Systems

Add Interior Systems—Warren Chair is part of complete patient seating group offered by the firm. Called Dynamic Seating Collection, it includes high- and low-back versions, armless chairs, ottomans, and dollies. Drip pans, meal trays, and footrests are options. Forward-extending armrests (shown) ease egress. **Circle No. 227.**

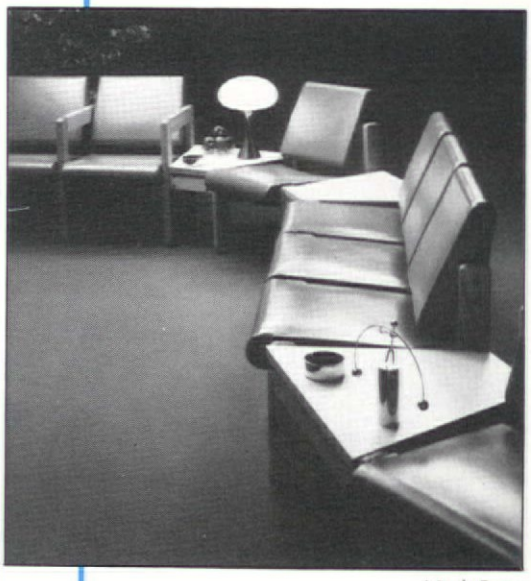
Midmark—Modular cabinets are specifically designed for healthcare facilities. Complete customization is offered by 16 units which combine to form labs, treatment rooms, nurses stations, and pharmacies. Modules are constructed of heavy-gauge steel frames with durable, high-pressure laminate fronts and panels. **Circle No. 218.**



Midmark



Plymold Booths



ModuForm

Child care gets strong design focus



Paoli Chair

Paoli Chair Co.—Style #120-1 convalescent chair has padded back and arms that add comfort. Exposed wood arm fronts and cleaning clearance between back and seat ease maintenance.Tray has safety lock. **Circle No. 216.**

Wellco—Expanded Specta Graphics II collection includes new, modular corridor carpet. Total group consists of six continuous screen-printed patterns in 21 stocking colorways and a velour cut-pile pattern in 24 solid colors. Made from Anso Perfect Luster nylon, carpet is certified for heavy-traffic areas. **Circle No. 224.**

ICF—Healthcare furniture designed by Alvar Aalto in the 1930s is available, newly-manufactured, from the firm. Endorsed by the Health Ministry of Sweden as safe for children, rounded-edge tables, chairs, and stools are of laminated birch with linoleum and plastic laminate inset tops. **Circle No. 213.**

SGL-Waber—Four multiple outlet strips containing hospital-grade components were recently introduced by the firm. Available with 6- and 15-ft. cords, outlets have push-to-reset circuit breakers and are UL-rated. Units feature seamless steel casing with a white, baked-on finish. **Circle No. 214.**

Playscapes—Children's play environment, designed for pediatric facilities, features carpeted interior walls and

Wellco



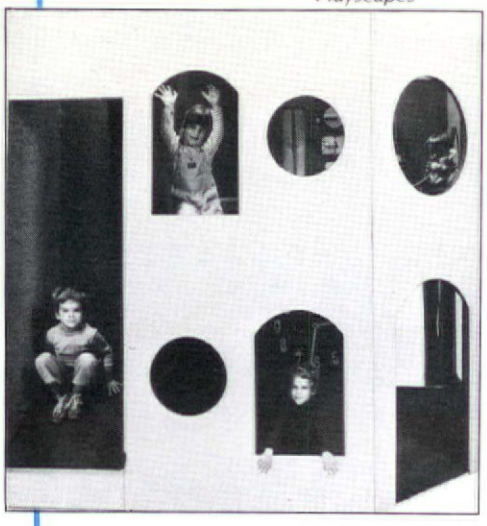


ICF



SGL Waber

Playscapes



floors and durable laminate exterior. Unit is constructed to fit in a corner and provides storage space for toys and games. **Circle No. 229.**

Brayton Int'l—"Sirino" seating has detached seat and back cushions that enhance sitting comfort. Designed by Michael Knoll, group is available in one-, two-, and three-seat versions. **Circle No. 226.**

Madison Furniture Inds.—Sculptured oak seating, designed by Umanoff-Huin Assoc., features radiused edges and fully upholstered seat and back. One-, two-, and three-seat models are offered. **Circle No. 225.**



Brayton Int'l

Madison Furniture

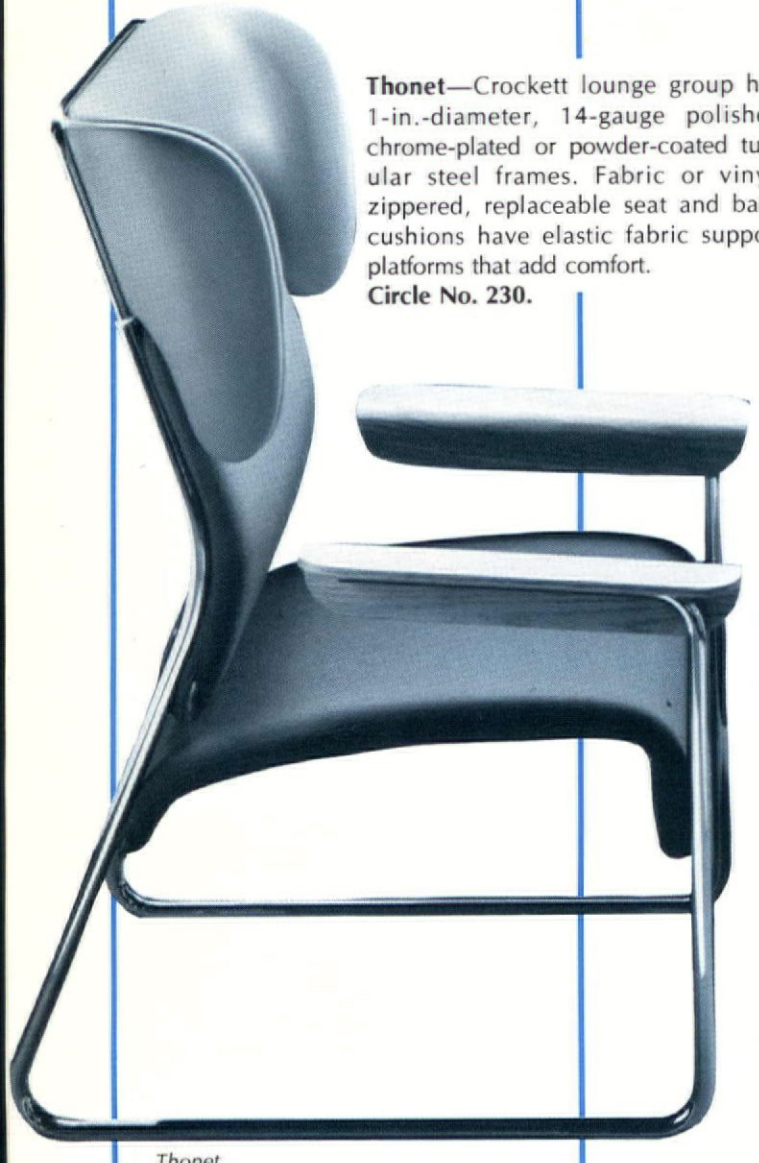


Bogden Grom Ltd.—Children's play sculptures are made from fiberglass. Artist will create large-scale animal figures in custom colorations. Installations include a play area at the Jewish Guild for the Blind. **Circle No. 232.**



Bogden Grom Ltd.

Safety features comply with standards



Thonet—Crockett lounge group has 1-in.-diameter, 14-gauge polished chrome-plated or powder-coated tubular steel frames. Fabric or vinyl, zippered, replaceable seat and back cushions have elastic fabric support platforms that add comfort.
Circle No. 230.

Thonet

Castelli





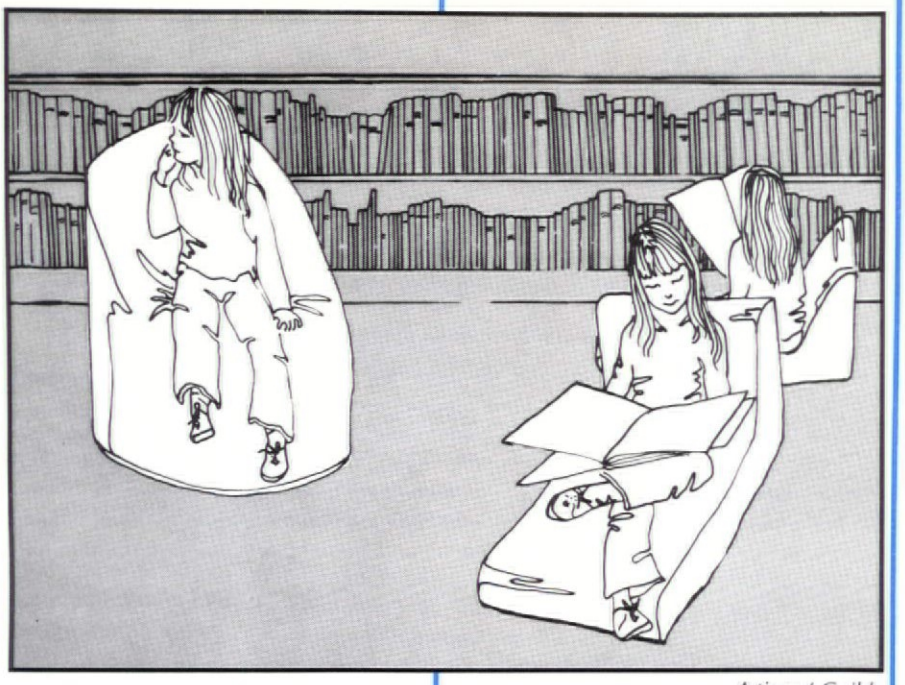
Castelli—Manufactured under license from Artifort, ergonomic seating features single-shell polyurethane construction. As designed by Geoffrey Harcourt, chair is upholstered over injection-molded fire retardant foam and has gas cylinder height adjustment that enhances user comfort.
Circle No. 208

Cramer



EBCO





Artisans' Guild

Artisans' Guild—"Bright Spots" seating is designed for use in pediatrician offices. Ten colors are offered. **Circle No. 200.**

Shelby Williams—Geriatric platform rocker is constructed of oak and features a cushioned, reversible seat. Back cushion is tied to frame for extra stability. Foot stool is also foam padded. **Circle No. 249.**

EBCO—"Mountain ash" bed/casegood group features solid oak perimeter molding, horizontal full-width oak drawer accent, and wood drawer pulls. Laminate finishes add durability. **Circle No. 215.**

Badische—Waiting lobby at Mercy Hospital, Davenport, Ill., features Commercialon 4600 carpet from J & J Industries. Fiber is Zefran CR-4. **Circle No. 219.**

Cramer—Clean Room seating is designed for sterile environments. Cushioned-vinyl covers and chrome-plated frames are easily maintained. Seating can be certified to meet Class 100 sterility standards. **Circle No. 220.**

Architectural Fiberglass—Planters and receptacles are made from fiber-reinforced plastic that is open contact molded. Galleria line (shown) is offered in two size variations and a range of colors and finishes. Company is a division of Krueger. **Circle No. 204.**



Shelby Williams



Badische



Architectural Fiberglass

PDC VIEWS TWO CONTINENTS AT WEST WEEK, MARCH 17-19

Los Angeles—Paul B. MacCready, developer of the world's first human-powered aircraft will present "The American Initiative: Alternatives In Energy And Design" to open West Week at the Pacific Design Center, March 17-19. MacCready captured audiences at the International Design Conference at Aspen in 1980 with the story of his plane's flight across the English Channel.

West Week's theme, "Gateway To The Americas," will be fulfilled by "The Americas: Three Viewpoints In Design," a seminar featuring Frank Gehry, FAIA, president, Frank Gehry & Associates; Ricardo Legorreta, architect, Legorreta Architects, Mexico City; and Charles Moore, FAIA, principal, Urban Innovations. Moderator is John Pastier, urban design editor, *Arts and Architecture*.

MacCready's "Gossamer Albatross" human-powered plane joins an exhibition of the internationally acclaimed "Memphis" furniture/furnishings line from Milan, representing creative works of 24 top designers. An opening day seminar will discuss "Memphis: Concept And Philosophy" with designers Andrea Branzi, Ernesto Gismondi, Michael Graves, Arata Isozaki, Barbara Radice, Peter Shire, and Ettore Sottsass.

Contract symposium repeated

Your Turn/My Turn, the international contract furnishings design symposium, brings distinguished designers to West Week for the third annual event sponsored by PDC 2.

The American Society of Interior Designers (ASID) will sponsor a pre-market ASID Industry Foundation Day March 16. A full-day event, "Design Change: The Verdict Is In," will address changes in architecture and interior design. Joan Blutter, ASID, will moderate.

For information on West Week, contact James Goodwin, Pacific Design Center, 8687 Melrose, Los Angeles, CA 90069; 213/657-0800. For information concerning PDC 2, contact Judi Skalsky, 635 Westbourne Dr., Los Angeles, CA 90069; 213/854-6367.

WEST WEEK "GATEWAY TO THE AMERICAS"

March 16
ASID Industry Foundation Day

March 17
9 a.m. Registration
10:30 a.m. The American Initiative: Alternatives In Energy and Design
12:30 p.m. The Mediterranean: A Design Influence In The Americas
2 p.m. Memphis: Concept And Philosophy
9 a.m. Structuring Design Fees: Staying Competitive And Profitable

March 18
9 a.m. Showrooms Open
9:30 a.m. Facilities Management Program
10 a.m. The Residential Product Design Process: A Design Dialogue
1 p.m. Pre-Columbian Art and Architecture: A Contemporary Design Influence In the Americas
2:30 p.m. The Design Process: Personal Statements
3:15 p.m. A Design Charrette And Evaluation
3:30 p.m. *Design Trends
4:30 p.m. *Design Basics: Lighting and Color In 1983
6 p.m. Showroom and Floor Events

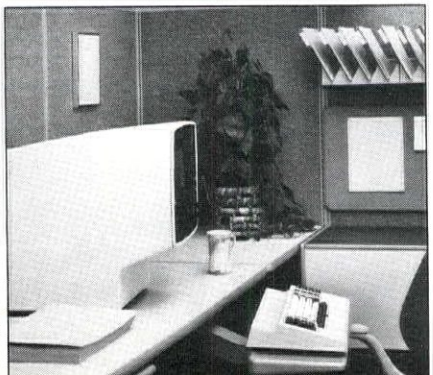
March 19
8:30 a.m. Interiors by Architects
9 a.m. Showrooms Open
9:30 a.m. *The Design Decade: Mass Quality Or Elitism?
10:30 a.m. Spectacular Environments In The Americas
10:30 a.m. *Personal Profiles/Design Masters/Design Symposium
noon *The Future State Of The Art of Systems
1 p.m. *A Design Relationship: How To Begin And Nurture The Designer/Manufacturer Relationship
2 p.m. Vision Of The Future: The Influence Of Film On Design
3 p.m. The Americas: Three Viewpoints In Design
5:30 p.m. The Party! A Celebration Honoring The International Design Community

**denotes PDC 2 design workshop*

Exhibits

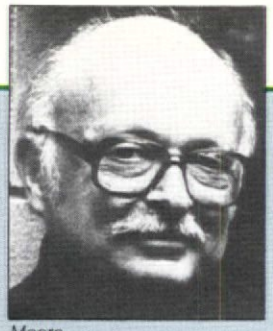
The Gossamer Albatross, PDC Galleria, 5th Floor
Memphis–Post-Modern Furniture From Milan, PDC Rotunda, 1st Floor



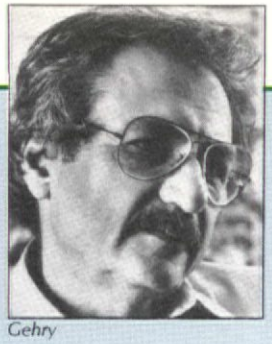


GF Business Equipment's *"Open Plan System" (far left) accommodates electronic data processors on surfaces of varying heights.* ***Space No. 200.***

Haworth's *Unitek™ electronic support furniture (left) and TriAmbient™ lighting offerings have been expanded for showing at West Week.* ***Space No. 193.***



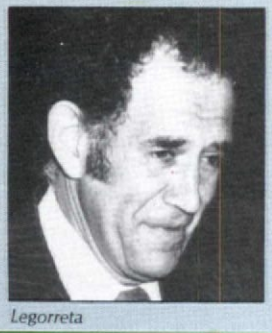
Moore



Gehry



MacCready

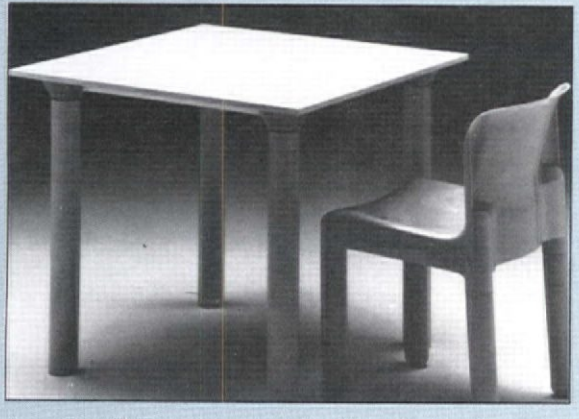


Legorreta

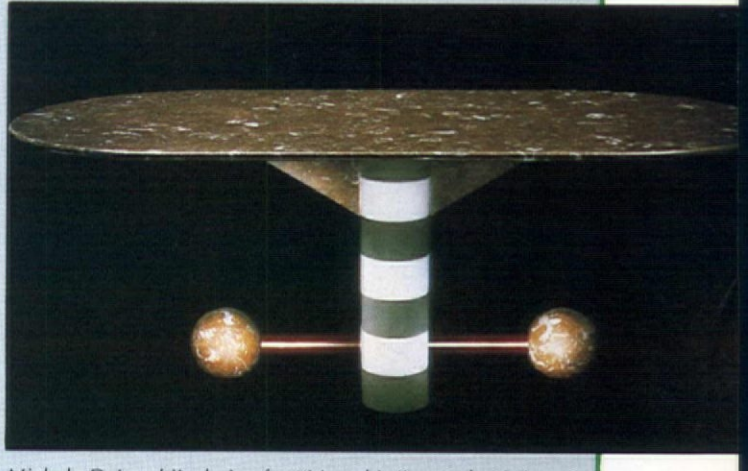
West Week's theme, "Gateway To The Americas," brings Ricardo Legorreta, Charles Moore, and Frank Gehry together in a seminar discussing viewpoints of design on North and South American continents. The design scope of West Week is broadened by speaker Paul B. MacCready.

*"Prestwick" fabric from **Brickel** has look of Scottish tweed in rich colors. Yarns are skein dyed and woven. **Space No. 260.***

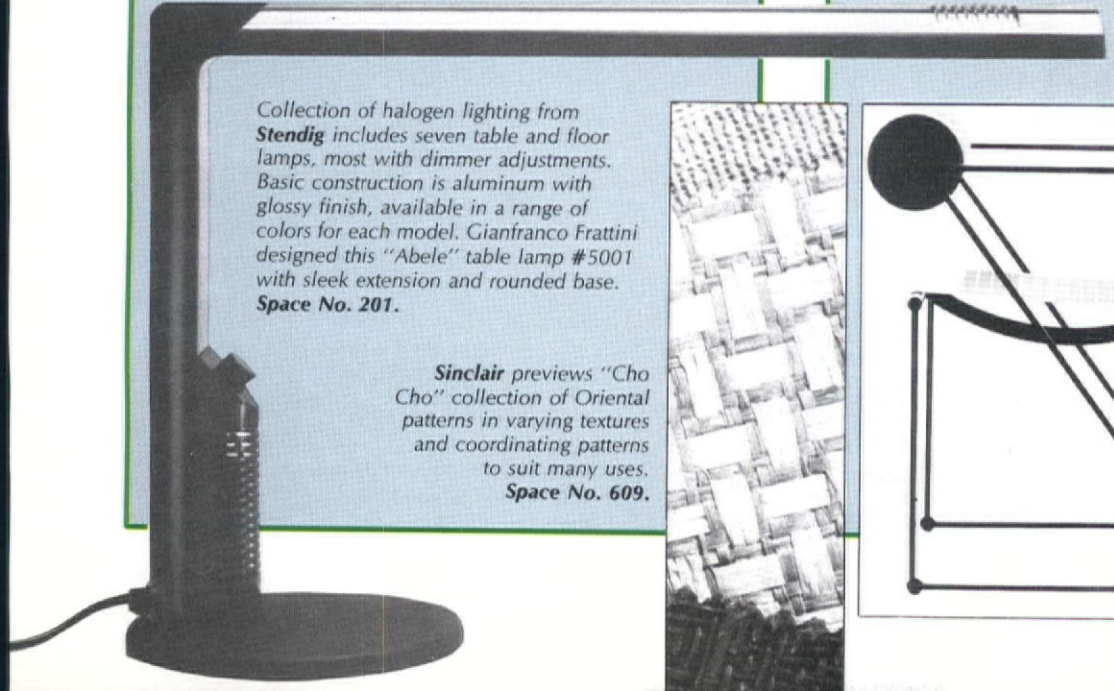




*Anna Castelli Ferrieri designed the "Bistro" table of high-impact grade ABS for **Beylerian Ltd.** Product is suitable for indoor or outdoor usage since paints are integrated into plastic. **Space No. 146.***



Michele DeLucchi's design for "Memphis," a modernistic array of furniture, is among items on display March 17-19.



*Collection of halogen lighting from **Stendig** includes seven table and floor lamps, most with dimmer adjustments. Basic construction is aluminum with glossy finish, available in a range of colors for each model. Gianfranco Frattini designed this "Abele" table lamp #5001 with sleek extension and rounded base. **Space No. 201.***

Sinclair** previews "Cho Cho" collection of Oriental patterns in varying textures and coordinating patterns to suit many uses. **Space No. 609.

*Geometry is interpreted in interesting angles of Mario Botta's latest design for **ICF.** Arm or armless versions are offered in black or silver with sling seat of perforated steel in contrasting color. Backrest is polyurethane-covered rotating cylinders. **Space No. 239.***

Designer Conversations give intimate look at creative roles

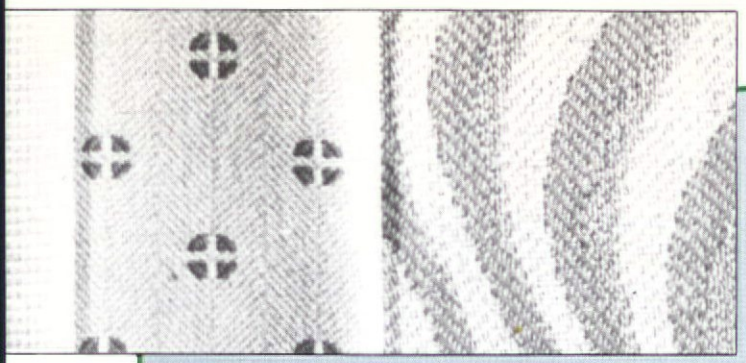
MARCH 18 2 p.m.

Manufacturer	Designer	Space No.
Artemide	Ernesto Gismondi	266
Atelier International	Perry Allan King	235
Ben Rose	Ben Rose	211
Executive Office Concepts	Sumner Adams	263
Hauserman	Dan Flavin	208
	Massimo Vignelli	
Herman Miller	Chuck Cooper	229
ICF	Ken Walker	239
Pacific Condi	Charles Pelly	219
Knoll International	Jhane Barnes	203
Ron Rezek/Lighting	Ron Rezek	268
Shaw-Walker	Robert A.M. Stern	253
	George W. French	
	John Crouse	
Brickel	Steve Brickel	260
Design Tex Fabrics West	Hazel Siegel	213
Forms & Surfaces	Don Powers	245
Haller Systems	Fritz Haller	257
Harbor/Benedetti	O.J. Holohan	255
Harter	Louis E. Mark	261
Kimball, Artec	Rich Thompson	230
2:30 p.m.		
Stendig	Paolo Piva	201
Stow/Davis	Richard Ogg	351
Sunar	Douglas Ball	206
Westinghouse	William Anderson	250
3 p.m.		
Arc-Com	Jeffrey Layne	241
"G"	Bergmiller	267
The Gunlocke Co.	Stanley Felderman	210
Haworth	Mark Klungle	193
Kasparians Inc.	Kasparians Management	270
Krueger	Tom Tolleson	226
3:30 p.m.		
Atelier International	John Nichols	235
Ben Rose	Kimberly Christman	211
Herman Miller	Don Chadwick	229
ICF	Ken Walker	239
Pacific Condi	Charles Pelly	219
Ron Rezek/Lighting	Ron Rezek	268
4 p.m.		
Shaw-Walker	Robert A.M. Stern	253
	George W. French	
	John Crouse	
Artemide	Ernesto Gismondi	266
Brickel	Steve Brickel	260
Design Tex Fabrics West	Pat McCullen	213
Forms & Surfaces	Chris Edwards	245
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Sunar	Linda Thompson	206

Manufacturer	Designer	Space No.
4:30 p.m.		
Arc-Com	Jeffrey Layne	241
Executive Office Concepts	Sumner Adams	263
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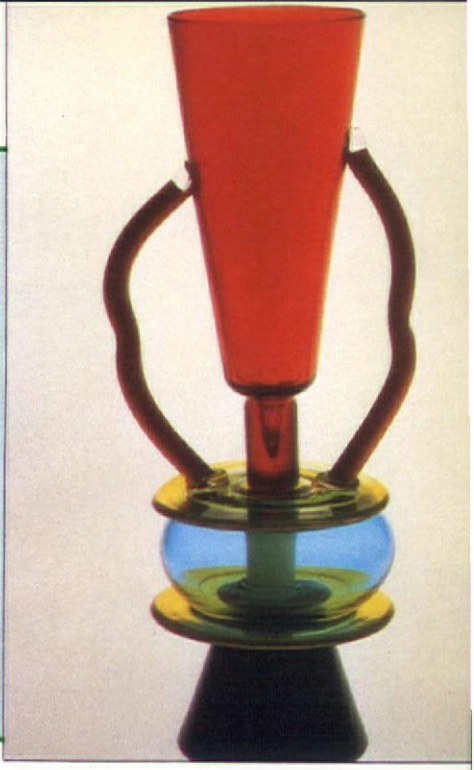
MARCH 19 9:30 a.m.

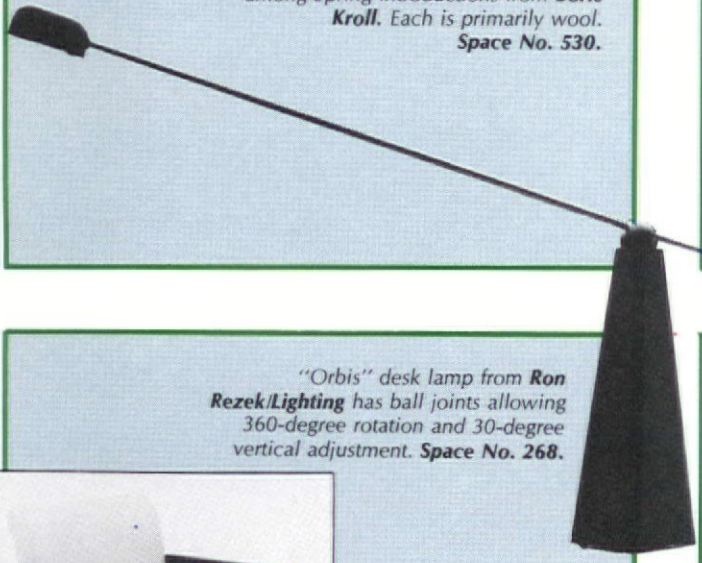
Atelier International	Perry Allan King	235
Ben Rose	Ben Rose	211
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Pacific Condi	Charles Pelly	219
Ron Rezek/Lighting	Ron Rezek	268
Shaw/Walker	Robert A.M. Stern	253
	George W. French	
	John Crouse	
10:30 a.m.		
Artemide	Ernesto Gismondi	266
Brickel	Steve Brickel	260
Design Tex Fabrics West	Bart Moore	213
Forms & Surfaces	Bill Brackney	245
Haller Systems	Fritz Haller	257
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Harter	Louis Mark	261
Kimball, Artec	Dewey Hodgdon	230
Stendig	Paolo Piva	201
Stow/Davis	Richard Ogg	351
Sunar	Douglas Ball	206
11:30 a.m.		
Arc-Com	Jeffrey Layne	241
Executive Office Concepts	Sumner Adams	263
"G"	Bergmiller	267
The Gunlocke Co.	Stanley Felderman	210
Haworth	Mark Klungle	193
Kasparians Inc.	Kasparians Management	270
Knoll International	Lucia Mercer	203
Krueger	Tom Tolleson	226
Westinghouse	William Anderson	250
Continuing conversation: Westinghouse BOSTI Study/Michael Brill		**250**



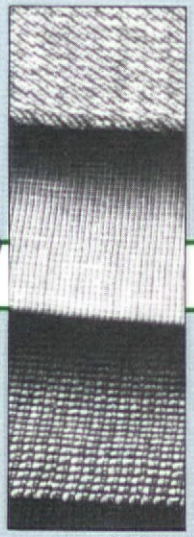
"Ripples," "Pond," and "Spectra" are among Spring introductions from ***Boris Kroll.*** *Each is primarily wool.* ***Space No. 530.***

Ettore Sottsass, whose "Memphis" design is featured here, says of the innovative line, "'Memphis' started from the necessity, intensely felt by a group of Milanese designers, to say, to do, and to see the fulfillment of things they had been contemplating for some time."





"Orbis" desk lamp from ***Ron Rezek/Lighting*** *has ball joints allowing 360-degree rotation and 30-degree vertical adjustment.* ***Space No. 268.***

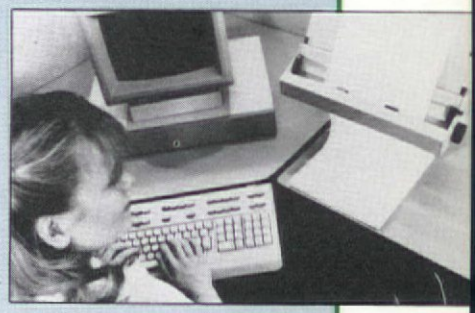


Jhane Barnes, Coty award winner, has designed a textile collection for ***Knoll Textiles*** *that incorporates a multitude of colors and rich textures. Introductions are suited to upholstery uses.* ***Space No. 203.***



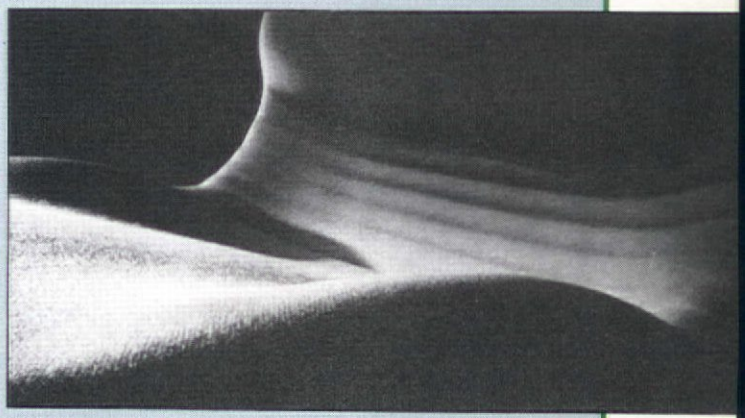
Madison Furniture Industries *will show chairs #C66E05 and #C26E05 in walnut and oak, respectively, in the Shelby Williams showroom. Chairs are design of Umanoff-Huin Associates. Radius, contour edges are featured with fully upholstered seat and back.* ***Space No. 274.***

"Wes-Tech" series from ***Westinghouse*** *is comprised of freestanding, linkable desks and cluster tops for a variety of layout arrangements. "Tilt Carousel" VDT base offers fingertip position control for users. System integrates with firm's open plan line for office application.* ***Space No. 250.***



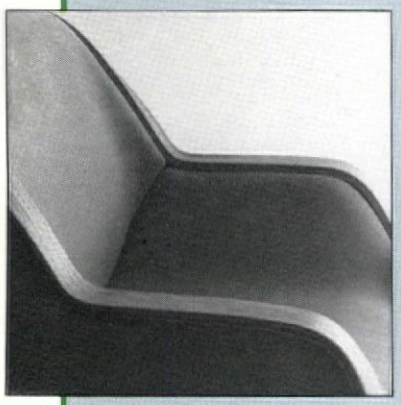
The "106" chair, designed by Giancarlo Piretti, is geared for use in a variety of spaces. Within the past 10 years, that chair, along with the "Axis" line, has been produced in quantities exceeding 3.5 million. From ***Castelli,*** *unit has upholstered or wood veneer seat and back assembled into a side frame structure of diecast aluminum alloy. Legs are steel tubing. "Axis" series, a system of seats on beam construction, will be shown in the Gail Epstein Enterprises showroom.* ***Space No. 267.***





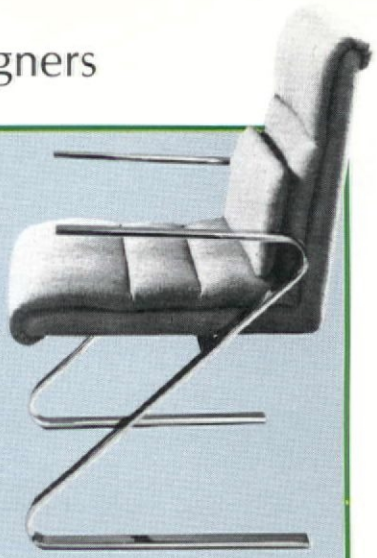
"Christa Chair" close-up shows unique construction of seat and back contours. Designed by Charles Pelly for ***Hauserman,*** *the product will be shown in the firm's PDC showroom. Molded form is designed for working comfort.* ***Space No. 208.***

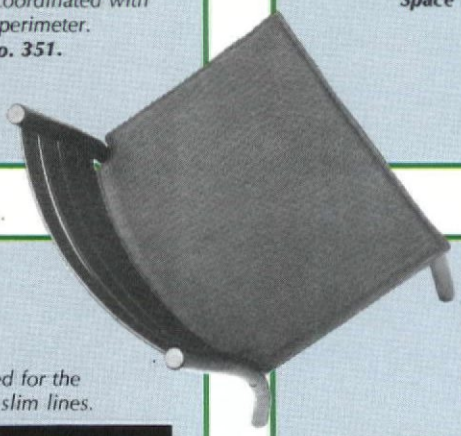
Manufacturers focus on new items & their designers



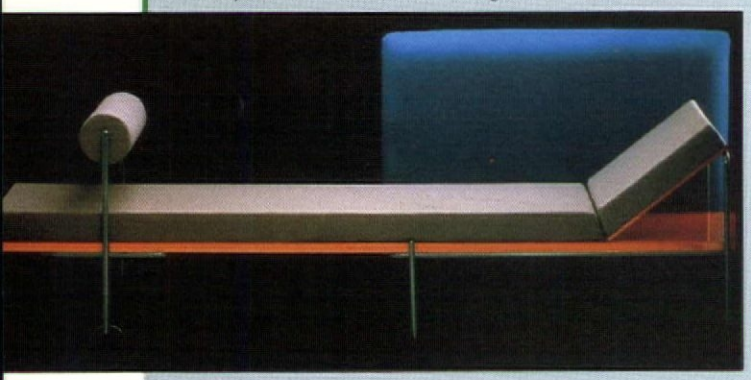
Richard Ogg developed the "Ogg" chair for ***Stow/Davis*** *with a border of continuously curved wood laminate. Wood border, in white oak or walnut, edges upholstered seat and back. Chair is available in high-back, low-back, and side chair versions. Bases may be coordinated with wooden perimeter.* ***Space No. 351.***

Stainless steel supports a trim, upholstered frame in "Omega" arm chair from ***Vladimir Kagan Designs Inc.*** *Designed by Kagan, chair has loosely attached back and seat cushions, as well as a separate cushion for the lower back. Kagan silk upholstery is shown.* ***Space No. 500.***





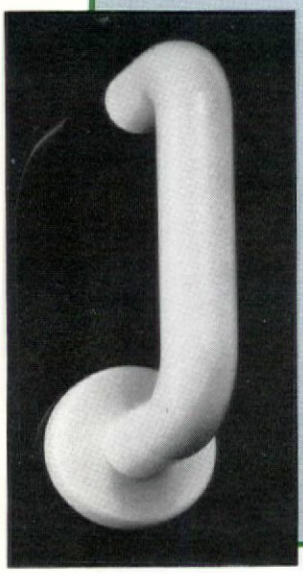
Andrea Branzi's "Century" chaise, designed for the "Memphis" collection, is a striking mix of slim lines.



"Uni Chair" from ***Atelier International*** *comes in seven models with 98 variations. Designed by Werther Toffoloni, chair is licensed by IBIS, an Italian firm, for U.S. manufacturing.* ***Space No. 235.***

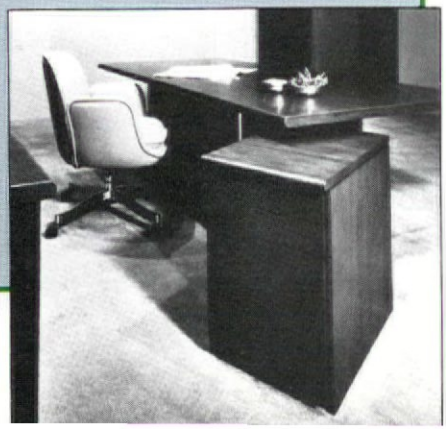
Kimball Office Furniture Co. *brings the "Radiante" collection to West Week, featuring guest and executive seating. Side chair with open or closed arms, and an executive swivel/tilt model comprise the series. Oak, walnut, and mahogany construction are offered in eight finish variations. Swivel/tilt model has pneumatic height adjustment.* ***Space No. 230.***

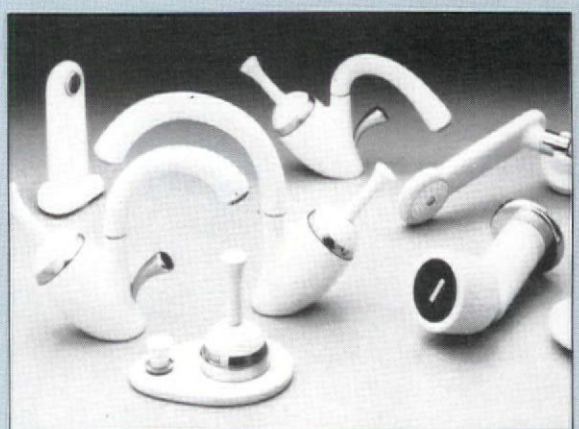




Lever handles in nylon and stainless steel are compatible with major mortice locks and latches. From ***Forms & Surfaces,*** *handles are anti-static.* ***Space No. 245.***

"The Cameron Group" from ***Sunar*** *is a design of Douglas Ball, director of design.* ***Space No. 206.***



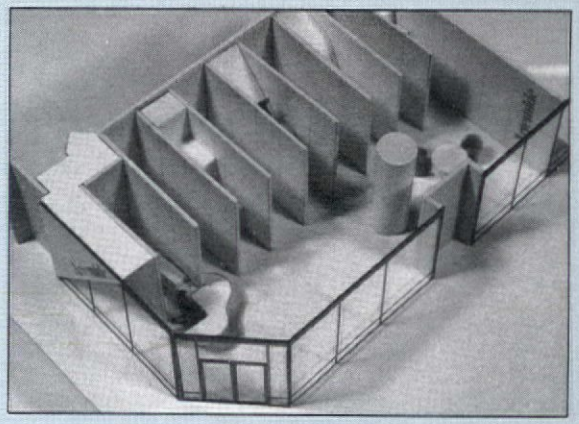


Janus et Cie showroom will house faucets and fittings from ***Watercolors Inc.*** *for the line's first American introduction. Single-lever faucets are manufactured in Italy.* ***Space No. 146.***



Charles Pelly designed the "C. Pelly Chair" for **Pacific Condi–Focus** to group in connected seating modules. Versatile system fits any spatial configuration. **Space No. 219.**

Vignelli Associates designed the Artemide showroom at PDC with Colorcore™ laminate from Formica Corporation. Scheduled to open at West Week, the showroom features walls and surfaces covered by laminate as illustrated in scale model.





"Aton" modular lighting system, designed by Ernesto Gismondi for **Artemide,** incorporates incandescent, fluorescent, and halogen sources in a series of modular components. **Space No. 266.**





"RR Desk Collection" is crafted of Brazilian rosewood or Bangkok teak. From **Scandiline,** desk has radius edges in matching solids. Drawers have wood interiors and standard locks. Base finish may be specified. **Space No. 222.**

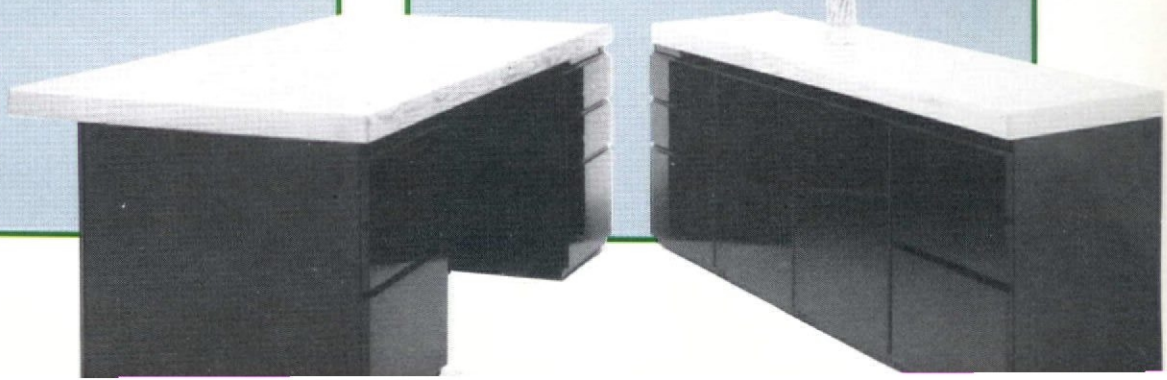


C.W. Stockwell represents the **Mira-X** line at West Week including the firm's new "H" collection. **Space No. 624.**

"Anthropom" chair from **Executive Office Concepts** is offered in five variations. **Space No. 263.**



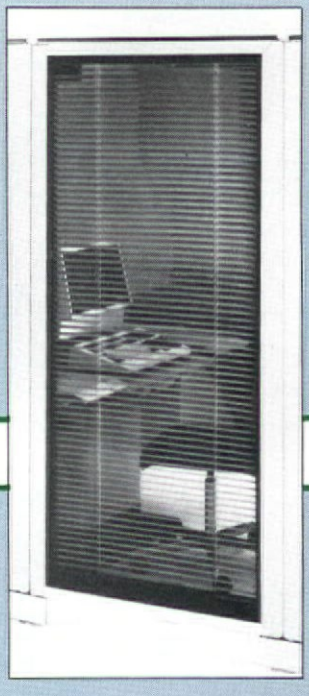
Beelner & Thomas will show the Intercase System™ by Lorch Designs. System is a line of modular cases and worksurfaces with interchangeable components. **Space No. 256.**



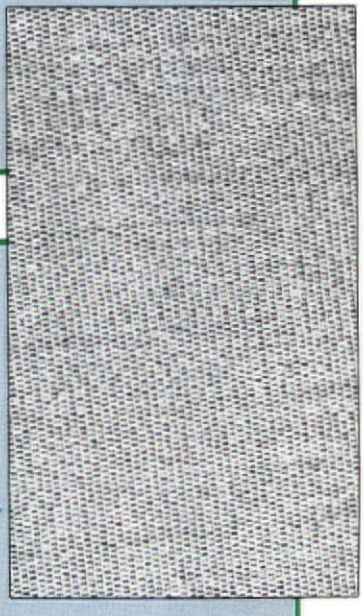
System additions respond to computer usage



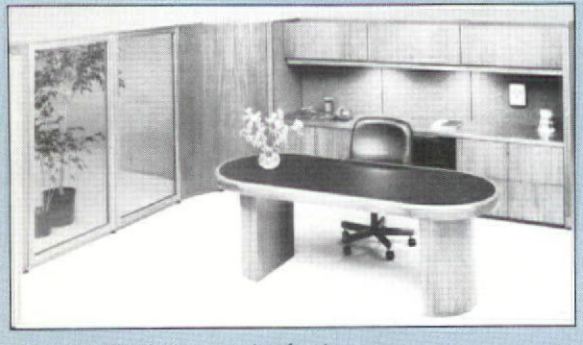
"KLS" chair concept is curves of tubing which support seat and back components. From ***Kasparians Inc.,*** *product was introduced at West Week '82 as a prototype. This year it is being shown as part of the firm's product line. Recommended for waiting, dining, and guest seating areas, chair is offered in a variety of plated and fused finishes. Item is a design of Leonard Scott.* ***Space No. 270.***



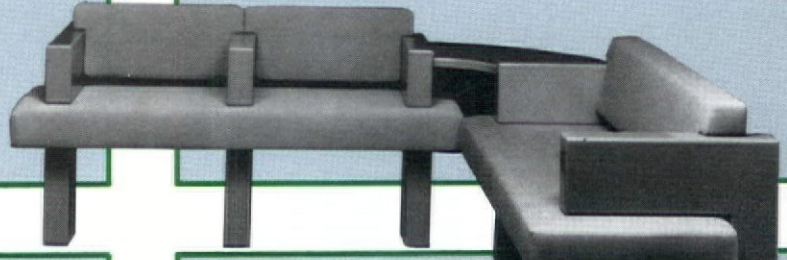
Corry Jamestown *will show a privacy option screen as part of the firm's "2000" panel system. Self-contained modular panel incorporates a one-in. metal blind between two layers of bronze acrylic or clear glass.* ***Space No. 110.***

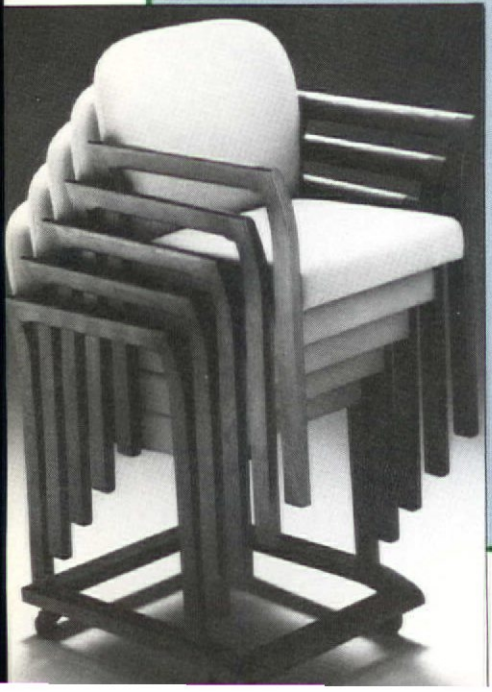


Upholstery/wallcovering fabric from ***Ben Rose*** *is called "Aurora," a nylon/wool blend. Twelve colors are offered.* ***Space No. 211.***



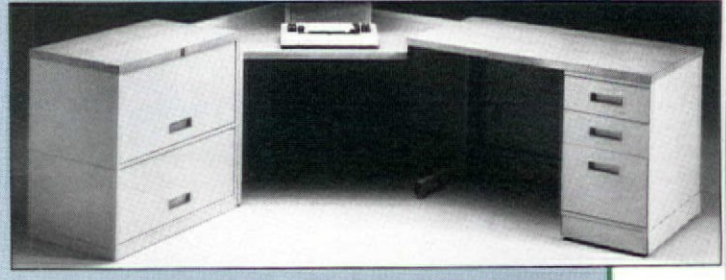
Artec *"MFS" is an executive furniture system in mahogany, first shown at New York's Designer's Saturday. Detailing on worksurface edges and top cap is executed in architectural-grade veneers and solids. Catalyzed vinyl finish protects furniture.* ***Space No. 230.***





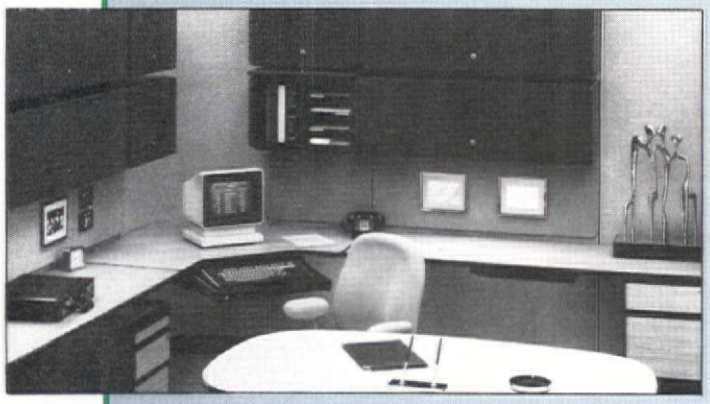
"Phoenix" stacking chair from ***The Gunlocke Company*** *features flared arm design, achieved by steam-bending solid oak or walnut hardwoods. Triple-stitch detailing on upholstery provides added durability. Removable arm tablet and stacking cart are optional. Designed by John Duffy, line includes high- and low-back swivel chairs, guest chair, and new stack model suited to office, conference, and dining applications.* ***Space No. 210.***

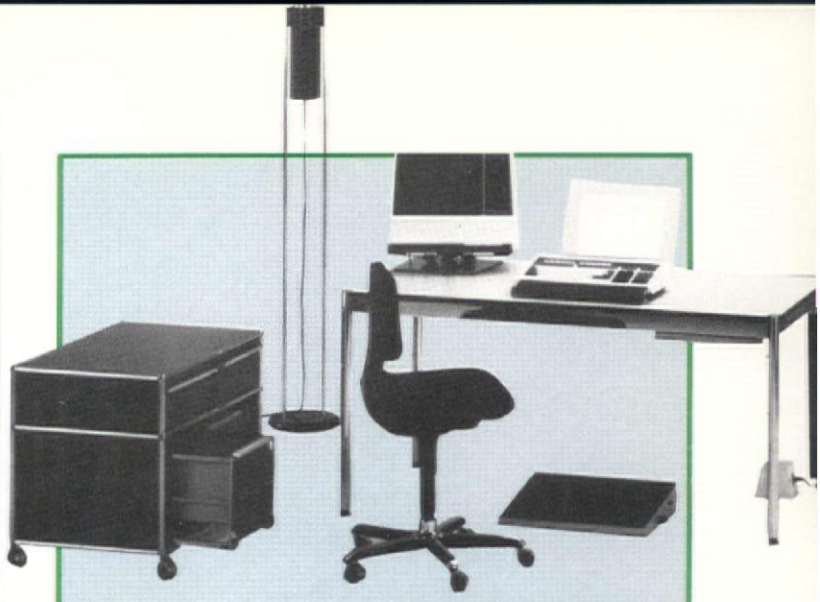
"Interloc" seating by ***Harvey Probber,*** *displayed at Janus et Cie, allows custom solutions for multiple seating.* ***Space No. 146.***



ExpanDesk® modular furniture is part of an extended group of systems from ***Shaw Walker*** *utilizing standardized componentry. Line makes custom design possible for many configurations.* ***Space No. 253.***

Corner space is efficiently utilized with the Action Office® management workstation from **Herman Miller.** VDT is accommodated with keyboard drawer at typing level. System provides easy access to terminal area. **Space No. 229.**





Haller System *is comprised of basic office furnishings elements arranged according to task and space.* **Space No. 257.**



"Quadrante," designed by Antonio Citterio and Paolo Nava for ***B & B America,*** *has clean lines of aluminum and glass. Top is deeply beveled with chamfered corners.* **Space No. 201.**

"Dorsal" seating line from ***Krueger*** *has automatic articulating backrests which respond to user position.* **Space No. 226.**



"Memphis" designer Peter Shire has created an unusual assemblage of forms and color in his seating addition to the Milanese line. Called "Bel Air 82," Shire's design is one of more than 60 items created by a team of 24 designers which make up the "Memphis" collection.





Worsted wool fabric from ***DesignTex,*** *called "Wool Marquise," is Teflon-coated and meets Class A flamespread standards.* **Space No. 213.**

Gail Esptein showroom will display ***Harmon's*** *"Command" panel system components.* **Space No. 267.**





Produced at deSede manufacturing facilities in Switzerland, "DS 210/211" executive seating is marketed by ***Edward Axel Roffman Associates*** *at the Gail Epstein showroom. Leather-covered model is offered in high-back swivel/tilt with casters, low-back swivel armless, and low-back swivel with arms.* **Space No. 267.**



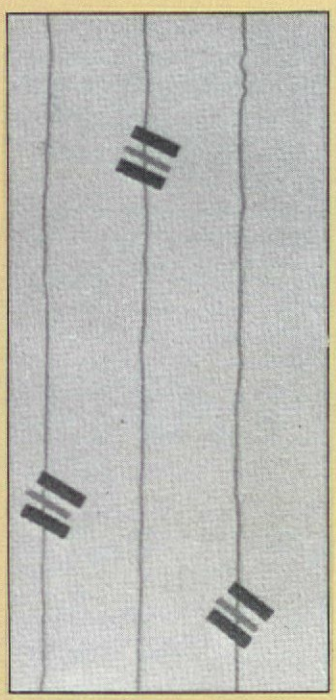
Jack Lenor Larsen

FABRIC FLAMMABILITY CODES GET MORE AND MORE COMPLEX

Jack Lenor Larsen—"Firewater," a synthetic sheer window fabric woven in Switzerland, is constructed of flame-retardant Trevira CS/270. **Circle No. 305.**

Contract Handprints—Vinyl wallcoverings meet Class A fire retardancy standards. The Collection, designed by Patty Madden, was recognized in the IBD/CONTRACT award competition. **Circle No. 274.**

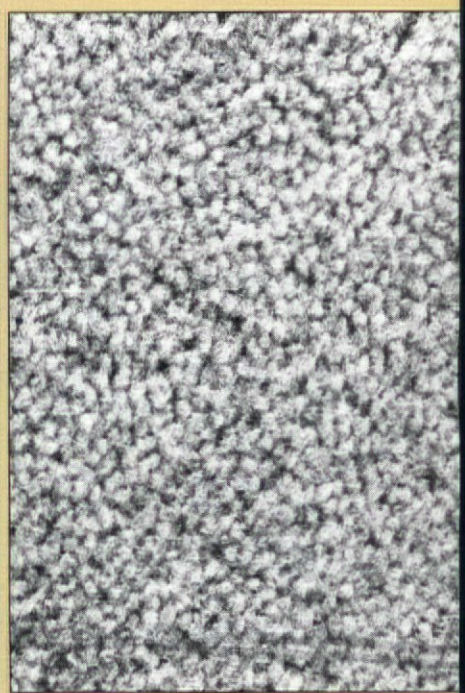
National Products Inc.—"Phoenix" series represents the first Tambour wallcovering line to meet Class A requirements of ASTM E-84 testing. Wood veneers, cork, brushed and polished metals, as well as custom fabrications, are offered. **Circle No. 286.**



Contract Handprints



National Products

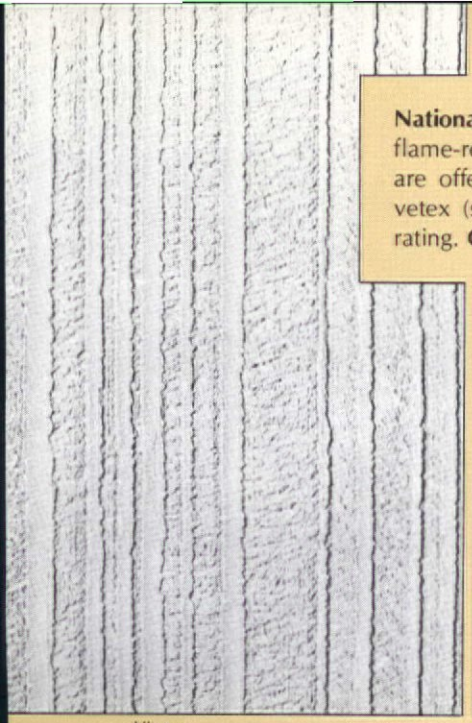


National Carpet Mills

Twenty-six people died as a result of carbon monoxide poisoning in the widely publicized Westchester County, New York, Stouffer's fire. Many other fire-related deaths, such as those at the MGM Grand Hotel in Las Vegas, occurred during the past year due to inhalation of toxic gases produced by burning of synthetic materials and furnishings.

Because of such tragedies, local fire marshals now are starting to more stringently interpret fire codes which have been in the Uniform Building Code books for several decades. With the possibility of one national standard code a very distant one, the Business & Institutional Furniture Manufacturer's Association (BIFMA) provides its own standard for upholstered furniture flammability. That standard has been in general use for the past four years. BIFMA's goal is to eliminate the lack of uniformity among product-related safety standards regarding office design.

Understandably, when specifying fabric, esthetic considerations command designer attention. Fire, while hardly courted, still looms as a very real and unpleasant



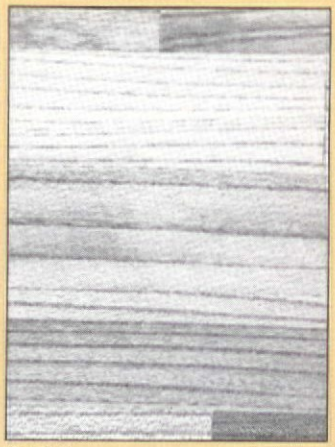
Vicrtex

National Carpet Mills—Three flame-retardant wallcoverings are offered by the firm. Velvetex (shown) has a Class A rating. **Circle No. 295.**

Vicrtex—"Taos" is a new vinyl wallcovering which received a Class A rating from Underwriters Laboratories. Guaranteed for five years, product also meets anti-flame requirements of the FAA. **Circle No. 297.**



Brunschwig & Fils



Bangkok

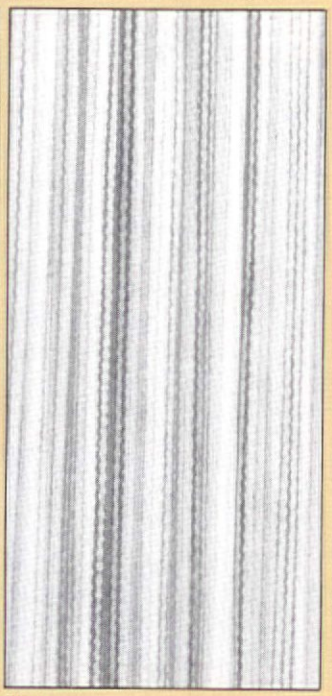
Brunschwig & Fils—"Menars" bordered panel and "Oxford" chevron stripe, as well as other offerings, meet standards of the UFAC cigarette burn test, California Home Furnishings Act 117, FAA 25.833, NFPA 701, and the New York City firecode test. **Circle No. 271.**

Bangkok Industries—Genuine wood-faced veneer can be bent, wrapped, and die-cut for many applications. Pre-treated product meets Class A fire retardant requirements. **Circle No. 285.**

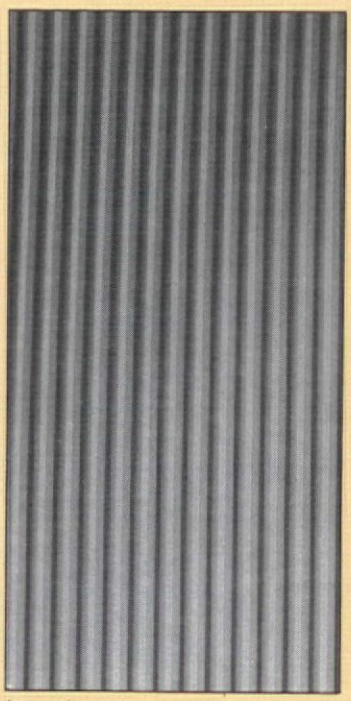
Cross-section of fire resistant fabrics/products help specifiers meet some of toughest government regulations



KCR Fabrics



Forster



Innovations

KCR Fabrics Inc.—"New Snow" pattern is available in custom colorations, printed on inherently flame-resistant ground fabrics. Depending on fabric, product suits drapery or open plan panel applications. **Circle No. 293.**

Forster Textile Mills Inc.—Verel/Viscose combination creates an inherently flame retardant fabric. Varied yarn combinations and colorations are offered. Products resist sun and mildew. **Circle No. 280.**

Innovations in Wallcoverings Inc.—"Lonrib" wallcovering meets requirements for Class A fire retardancy rating. Textured in vinyl, wallcovering is available in five colors. **Circle No. 268.**

possibility. Experts report designers often are not educated in this area and rely on the advice of sales agents. As different municipalities tighten restrictions, future creativity on the part of designers will be challenged when they find themselves restricted to only those materials that can successfully pass applicable fire codes. Along with weighing fabric costs, availability, function, and physical appearance, the designer/specifier also must develop a basic knowledge of fire codes or put the specification process at legal risk. This educational task is rendered more difficult because flammability codes vary by geographic location. Codes for fabrics and other building materials differ from state to state and municipality to municipality. Across the U.S., more than 300 different fire code regulations are presently in effect. While measurements and other criteria differ, the following testing procedures have commonality with fire codes in various sections of the country.

With fabrics, as well as other building materials, the question is not whether or not the product will burn. It will. Correct terminology is expressed by identifying a fabric or

FIRE-RETARDANT FABRICS

Requirements for codes vary with usage

Ben Rose

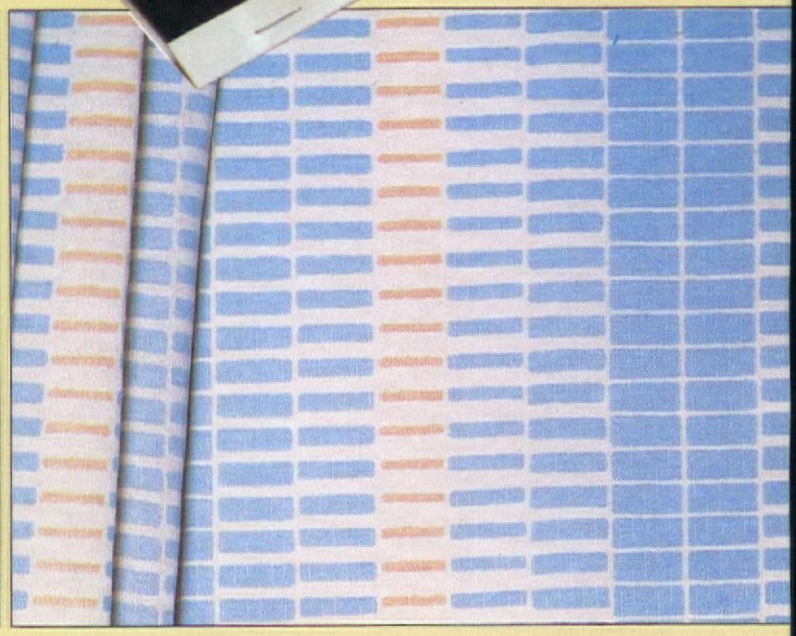
Coral of Chicago

Ben Rose—Acoustiflex™ wallcovering and "Wickerwork Linear" fiberglass print are two fire-retardant introductions. Woven of Owens-Corning Fiberglas, products meet several fire codes. The firm also markets textiles made of fibers from Hoechst and Eastman Chemical. **Circle No. 275.**

Coral of Chicago—Square-patterned series includes "Hopscotch," "Midscotch," and "Largescotch." Verel™ inherently flame-retardant fabrics are drapeable. **Circle No. 303.**



Gilford



Interspec

material as flame "retardant" or "resistant." Either because of its inherent qualities or through application of chemical fire retardancy treatments, a fabric is tested for its ability to resist the passage of flame during a specified period of time.

The American Society for Testing & Materials' ASTM E-84 test is one of the most common standards used by manufacturers to establish fire-resistant classifications. Called a tunnel test because items are tested in a horizontal tube, the test measures surface burning characteristics of fabrics and other building materials. Flame spread, fuel contribution, and smoke density are measured and given numerical ratings. Depending on these ratings, materials are classified Class A, B, or C corresponding to use.

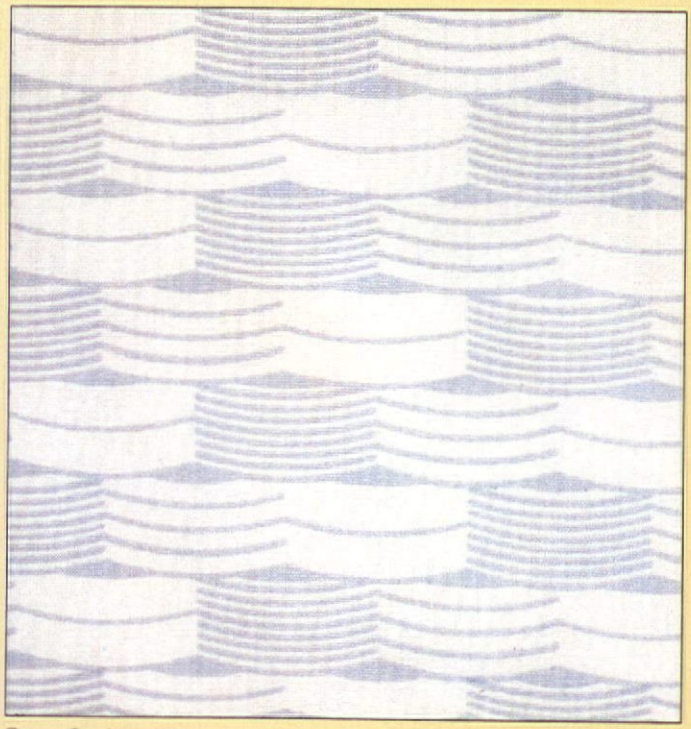
Codes are based on materials prescribed for use in a variety of building applications, such as a public area or an individual office. It is the potential human occupancy load factor that receives the Class A or B rating—not the fabric alone. A fabric which carries an ASTM E-84 ratings of 25 or less would be suitable for a Class A area, such as a heavily trafficked hallway or exit. A Class B rating is numerically

Gilford Inc.—Layer of polyethylene, laminated between fabric wallcovering and paper backing, permits cleaning with soap and water without damage to wallcovering. Called "Get Acquainted," product is woven in Norway and meets requirements for Class A flame spread rating. Several color variations are offered in warp weaves. **Circle No. 266.**

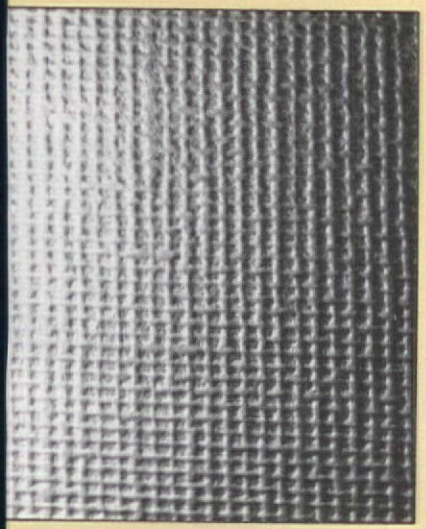
Interspec—"Resonance" printed design is from the "Limited Editions" collection. Drapery styles are woven of Trevira™ polyester and meet standards of NFPA 701. Product is machine washable and is offered in geometric patterns in various colorations. **Circle No. 283.**



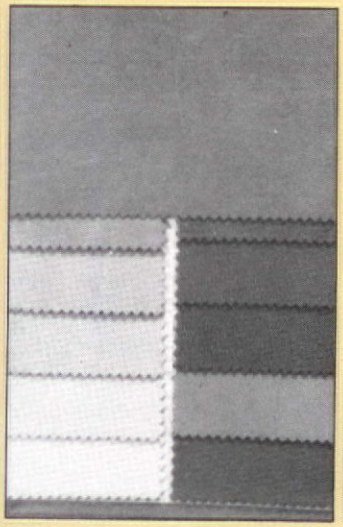
J. Josephson



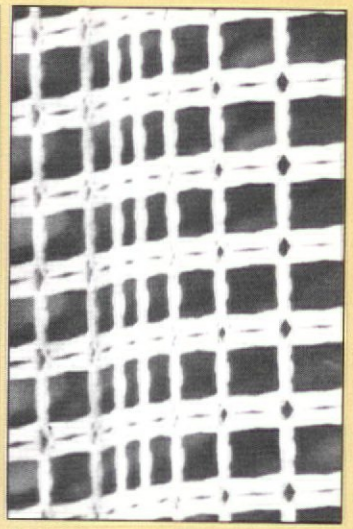
Owens-Corning



Construction Specialties



Dazian



Ametex

J. Josephson Inc.—"Yang Willow" printed design is among vinyl wallcoverings in the Vinyl Weave V book. Corduroy fabrics coordinate with lines. All materials are rated Class A under definitions of NFPS. **Circle No. 287.**

Owens-Corning Fiberglas—Development of Beta-Care fabrics meets industry demands for products with low smoke emission. Fabric passes tests of NFPA 701 with minimal smoke generated as cited under NFPA 258. Product is applicable for contract draperies. **Circle No. 290.**

Construction Specialties Inc.—Acrovyn™ wallcovering is constructed of semi-rigid, resilient vinyl/acrylic which withstands impact, mars, scrapes, and abrasions. Product meets Class I standards of the ASTM E-84-75 in .028-in. thickness. The .078-in. thickness meets Class II and III finish requirements. **Circle No. 264.**

Dazian's Inc.—Solid color nylon face velvets are offered in a range of 26 colorations. Designed for commercial use, products meets testing standards of the City of Boston, New York City, FAA commercial interiors, and NFPA E-84-79. **Circle No. 288.**

Ametex—"Pyrosquare," a 1981 IBD gold medal award winner, is woven of 100 percent Trevira™ polyester. Fabric is 48-in. wide and inherently flame retardant. It meets major U.S. and foreign testing requirements for fire retardancy. **Circle No. 278.**

noted 26 to 75, and Class C is 76 to 200. The lower the number, the better the fire resistance.

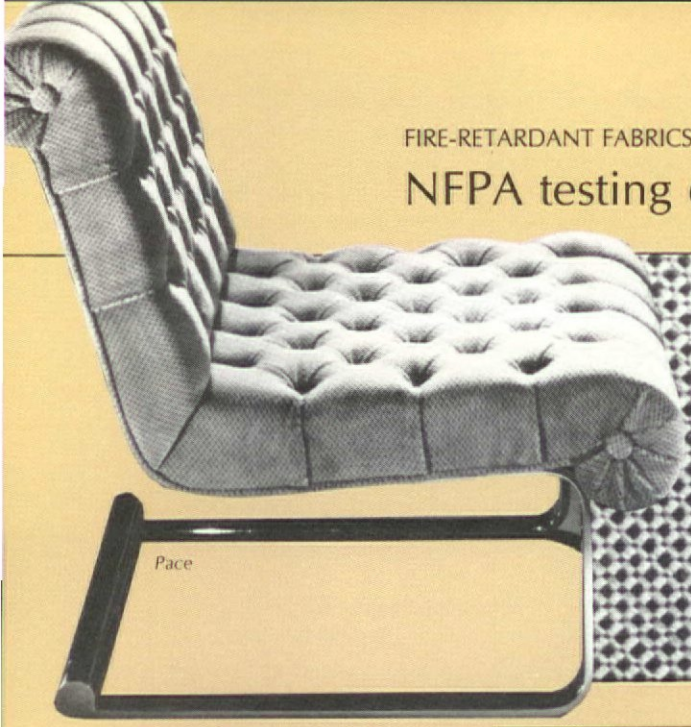
ASTM's test measures how far flame or smoke travels after the material has been ignited in a 10 minute period. Control materials are asbestos cement and red oak, with respective ratings of zero and 100.

Vertical tests are better suited for fabrics

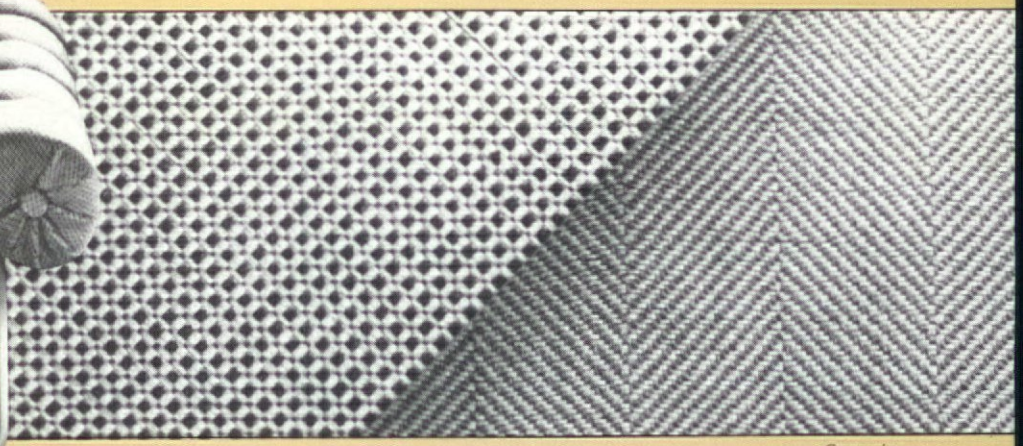
Generally, vertical tests are considered more stringent than horizontal ones. In a vertical test, the fabric is allowed to hang freely and thus more closely resembles the characteristics of fabric in a real fire. The National Fire Protection Agency NFPA 701 test includes vertical standards for both small-scale (14-in. fabric swatch) and large-scale samples (four yards of fabric). Results of a flame source applied to the fabric for a specified time (12 seconds for small-scale, two minutes for large) are measured. The sample must self-extinguish within two seconds. Ratings are expressed in a pass/fail manner. Most local and state codes are fashioned after NFPA 701 testing procedures, which use the same

FIRE-RETARDANT FABRICS

NFPA testing creates realistic conditions



Pace



Carnegie

Pace Collection—Chair with cantilevered base meets flammability codes of California code 117-75. **Circle No. 296.**

Carnegie—"Windsor" and "Macleod" are woven with flame-retardant yarns. **Circle No. 299.**

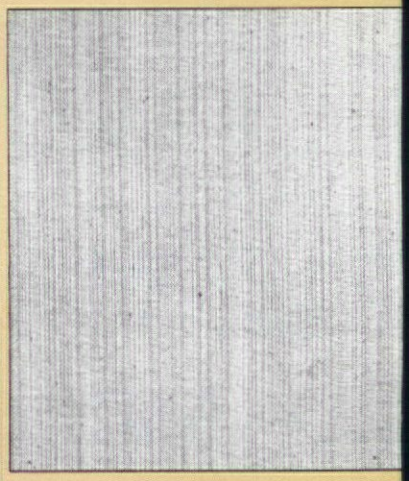
Hoechst Fibers Industries—Trevira™ polyester is woven by Indecor to create this flameproof cubicle curtain for healthcare use. Fibers meet standards of FF3-71, NFPA 701, and CS-191, method 5903. **Circle No. 265.**

Durawall Inc.—"Blavet," from the VESCOM 21 collection, is offered in four colorways. Product meets standards of ASTM E-84 test as a Class A fabric. **Circle No. 327.**

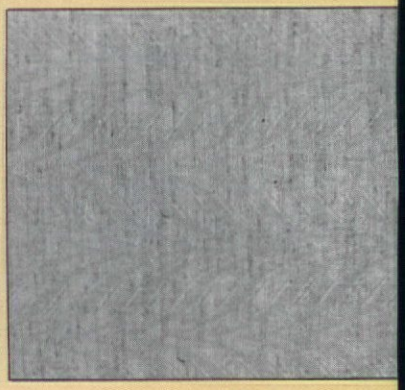
Decor International Wallcovering Inc.—Jacquards collection is made up of Oriental patterns. Fabrics meet standards of the ASTM E-84 tunnel test. **Circle No. 294.**



Hoechst



Durawall



Decor

numerical ratings as ASTM E-84 for Class A, B, or C materials.

The FAA 25.853 standard of the Department of Transportation's Federal Aviation Administration Regulations for Compartment Interiors encompasses two tests: one horizontal and one vertical, depending on how fabric is to be used. Flame resistance is determined by measuring the burn rate of the specimen. In order for a fabric to pass, the burn rate cannot exceed four inches per minute.

Extremely difficult to pass is the FAA wide body test—which is the vertical one—because a fabric cannot have a burn or char length of more than eight inches and must self-extinguish in 15 seconds. Furthermore, drippings cannot occur for more than five seconds after removal of flame.

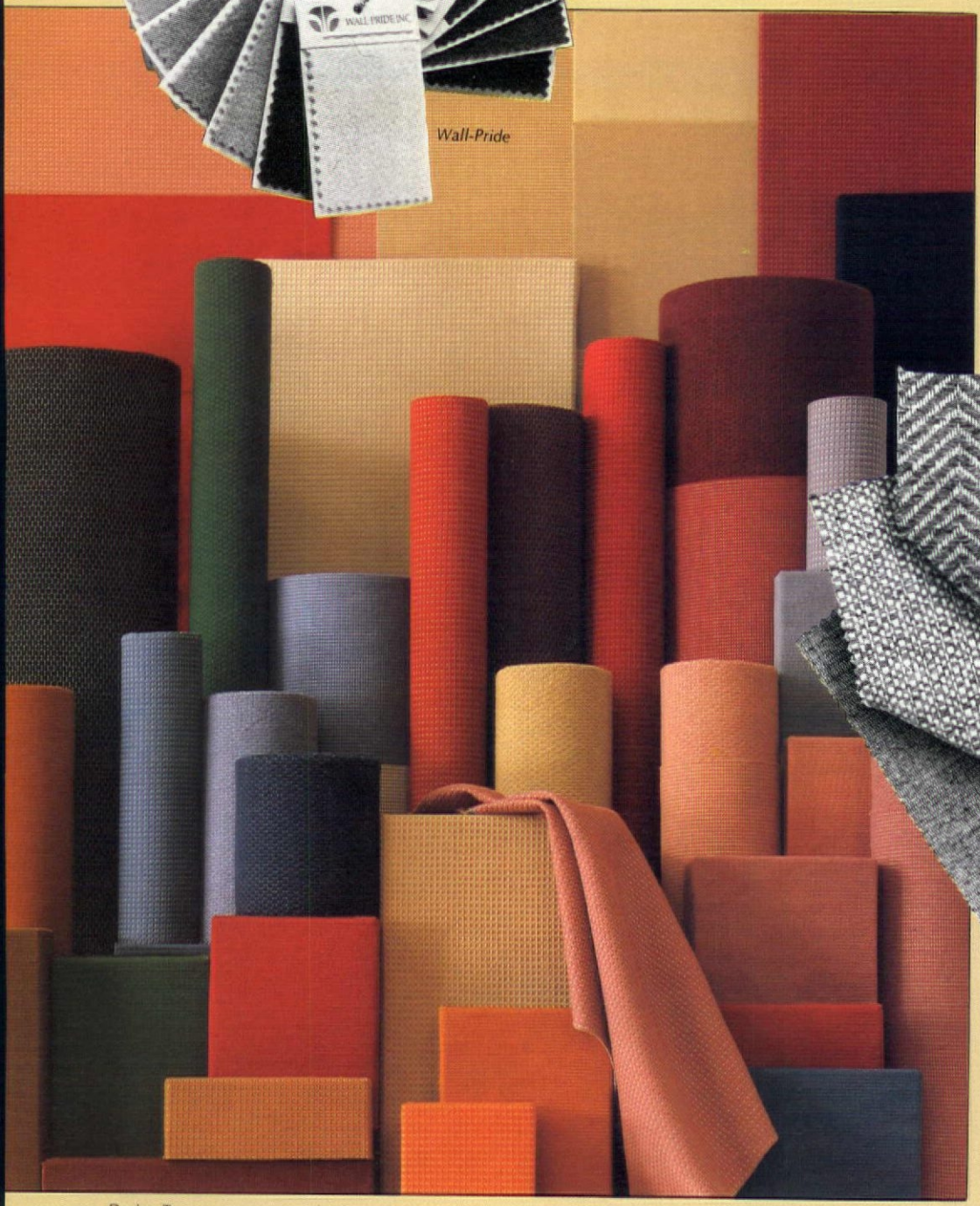
Wallcoverings are generally tested horizontally. Tests such as ASTM E-84, NFPA 225, UBC 42-1, and Underwriter's Laboratories' UL 723 apply. Upholstery is subject to such tests as State of California bulletin 117, FAA 25.853 (b-3), and Port Authority of New York and New Jersey. These are vertical tests. Draperies are subjected to such tests as Title 19 of the California code, New York code 294-40SR, and both



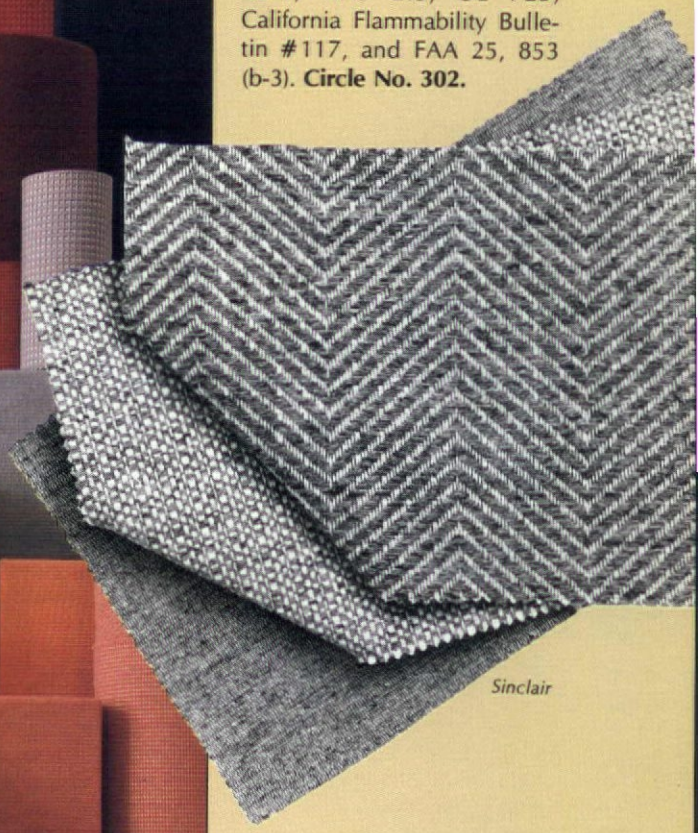
Wall-Pride

Wall-Pride Inc.—"Wool Sherbet" and "Sherbet Stripe" have Scotchgard finish and acrylic backing. Both rate Class A for upholstery and wallcovering. Product also meets California Code 191-53 for seating. A total of 33 colorways are offered. Stripe is wool/cotton blend; solid is wool/viscose. **Circle No. 292.**

Design Tex—Harry & Marion Zelenko have designed a series of four fire-retardant fabrics woven of modacrylic and nylon. Products meet requirements of Boston Fire Code, ASTM E-84, NFPA 255, UBC-42-1, ANS 2.5, UL 723, California Flammability Bulletin #117, and FAA 25, 853 (b-3). **Circle No. 302.**



Design Tex



Sinclair

Sinclair—"Heritage II" contract upholstery and wallcovering fabric is available in three weaves. Fabrics pass ASTM E-84 tunnel test as Class A products. Items also meet standards of NFPA, California Code CS 191-53, and FAA 25.853. **Circle No. 325.**

large- and small-scale NFPA 701 procedures.

While most state and local codes are modeled after NFPA 701, some cities, like Boston and San Francisco, have drawn up their own standards. Widely considered the hardest of the fabric flammability tests to pass, the Boston fire code tests treated as well as inherently flame-resistant fabrics. Results are measured on a pass/fail basis. A Bunsen burner is held under a vertically supported swatch for 10 seconds, after which the fabric must self-extinguish within three seconds. A requirement making this test that difficult to pass is that the fabric must successfully undergo this procedure twice. The Boston test also has very stringent criteria for synthetic fabrics because of its restrictions relating to "drop off" material, which may continue burning.

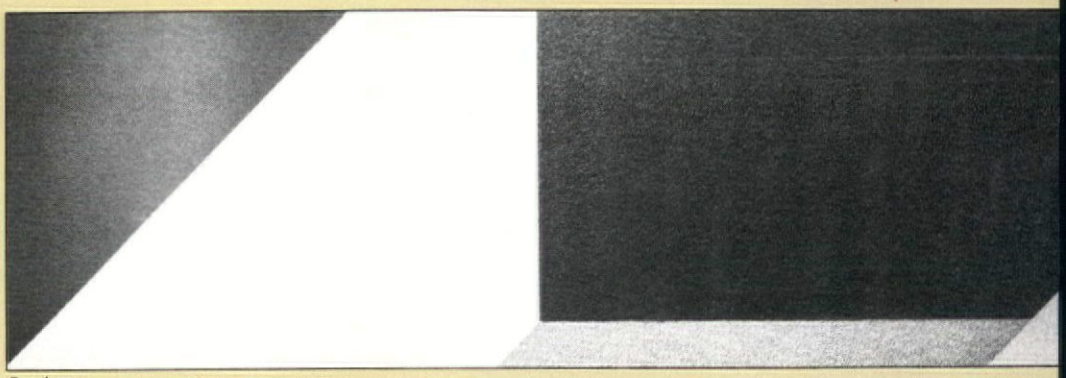
San Francisco regulations state that unless a fabric has passed rigid tests, it cannot be installed on a wall. The city also requires that all wallcovering fabic tests be conducted with not only the fabric specified, but with the actual adhesive to be used. Copies of the tests must be submitted to the city so that the fabrics can be registered. State of



Leathercraft

FIRE-RETARDANT FABRICS

Wool weaves are among inherently flameproof



Reed



Unika-Vaev

Leathercraft—Inherently flame-retardant leather upholstery covers executive seating. Several chair heights are available. Five-star base model is shown. **Circle No. 326.**

Unika-Vaev—Sina Pearson, director/designer was inspired by tropical fruits for the "Kiwi Cloth" line. Constructed of 100 percent worsted wool in a plain weave, cloth passes the ASTM E-84 tunnel test as a Class I fabric. **Circle No. 262.**

Reed Wallcoverings—Bolta-Wall™ wallcovering comes in a wide range of colors. Textured surface creates interesting appearance. Material is highly rated according to the ASTM E-84 tunnel test. **Circle No. 291.**

Zumsteg—Cotton fabric with velvet-type surface, called "Kilo Faconne," is printed with a delicate design on an embossed stripe. Tested for fire retardancy, fabric comes in six colorways. **Circle No. 272.**

California bulletin 117 employs three vertical tests: one for synthetics, one for chemically treated fabrics, and one for fire-resistant fabrics, such as polyester or modacrylic.

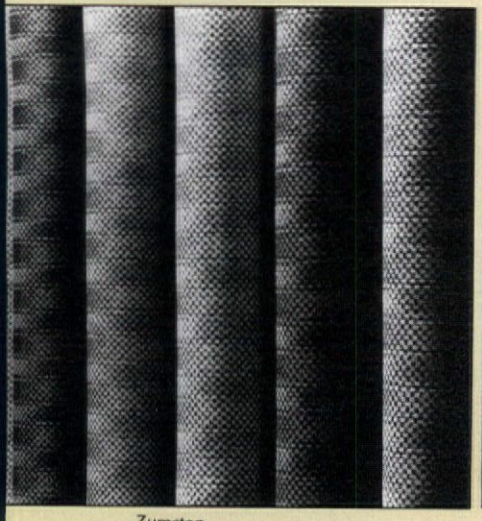
Port Authority of New York and New Jersey (Federal Test Method Standard 191-5903) utilizes a horizontal temperature test (critical flux radiant panel) for certain fabrics and a vertical test for other fabrics, depending on use. The amount of heat required to continue to burn a particular sample is measured in watts per sq. ft. The higher the number value, the better the product in terms of flammability. The New York City Fire Test is a small scale vertical used for draperies.

City Fire Test is a small scale vertical test used for draperies.

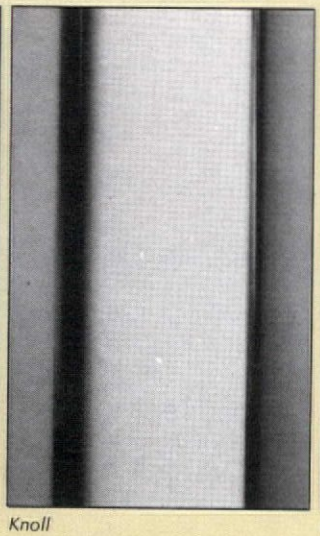
One manufacturer reports that after discussing fire codes with senior designers and purchasing agents of major West Coast Design firms, all agreed that more restrictions are becoming a part of their daily routine. One firm mentions that it will not even consider a material for interior use unless it meets Class A requirements. Another major interior design firm indicates that specifications received from the architectural groups with whom it works now include exacting fire code requirements. And they promise to get even more complex. □



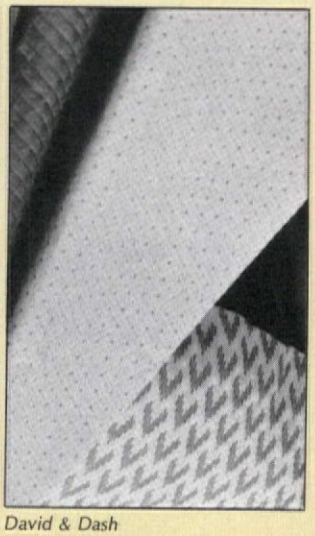
Arc-Com



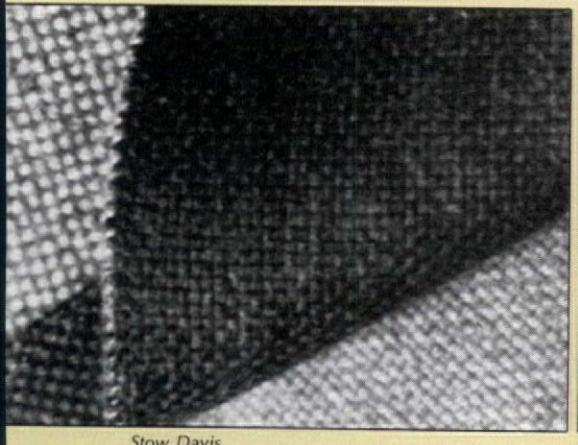
Zumsteg



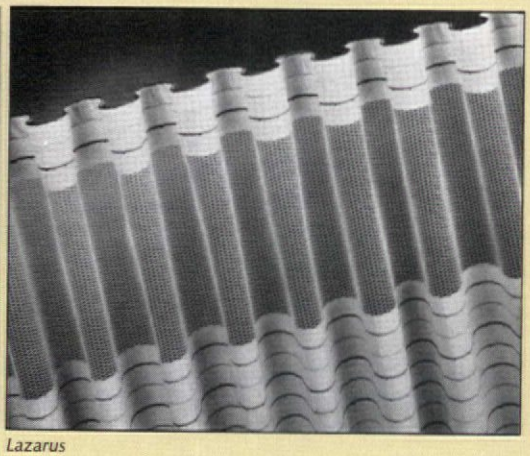
Knoll



David & Dash



Stow Davis



Lazarus

Arc-Com—"Eurythmic" print collection of drapery and wall hangings achieve environmental harmony by utilizing patterns and colors with a calming effect. Product is especially suited for health-related applications. Basecloth is inherently flame-resistant and has passed stringent fire codes. **Circle No. 276.**

Stow Davis—Virgin wool textile from Australia is yarn-dyed and heathered before spinning to give the fabric subtle coloration and a soft hand. Fire-retardant fabric called "Freeman," is offered in 10 colorways and measures 54-in. wide. **Circle No. 269.**

Lazarus Fabrics—"Komplete Kube Plaid" is constructed as a one piece cubicle curtain with mesh and body knitted at the same time. Fabric is fire-retardant polyester and meets several fire codes including the New York City board of standards, NFPA 701, and the State of California small scale test. Product is available in four colors. **Circle No. 306.**

Knoll International—"Furrows" wallcovering, woven of Trevira™ polyester, meets demands of many stringent flammability codes. Fiber passes FF3-71, NFPA 701, and CS-191. **Circle No. 263.**

David & Dash—"Hampton" collection ranges from multi-colored pindot to striped patterns. Color palette spans beige to mauve. Line passes requirements of the CS-191-53 California flammability test. **Circle No. 300.**

INDEPENDENT TESTING BUREAUS

Better Fabrics Testing Bureau
101 West 31 St.
New York, NY 10001

Commercial Testing Company
1215 So. Hamilton St.
Dalton, GA 30720

Factory Mutual Research Corp.
1151 Boston-Providence Trnpke.
Norwood, MA 02062

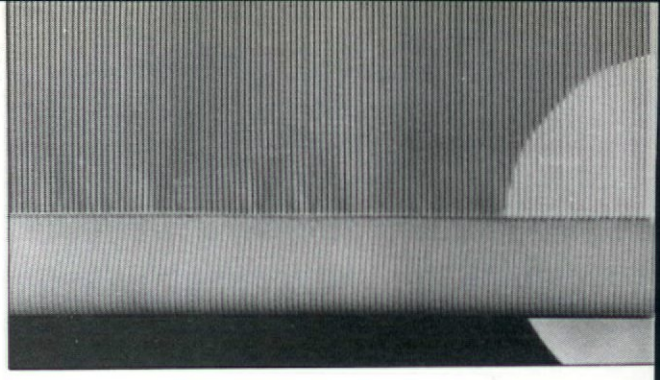
The Govmark Organization
P.O. Box 807
Bellmore, NY 11710

Southwest Research Company
6220 Culebra Rd.,
San Antonio, TX 78284

U.S. Testing Co. (East)
1415 Park Ave.
Hoboken, NJ 07030

U.S. Testing Co. (West)
5555 Telegraph Rd.
Los Angeles, CA 90040

York Research Corp.
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Stamford, CT 06906



Holland Shade

ENERGY-SAVING CASEMENTS CUT HVAC COSTS

Fiberglass, aluminum, and acrylic constructions enable window treatments to prevent heat build-up & reduce glare

Holland Shade—Comfort-Flect spring roller shades and vertical blinds are composed of a vinyl-coated fiberglass base covered with a see-through, woven-mesh cloth backed with transparent mylar. Product permits maximum outward visibility while blocking ultraviolet sun rays. **Circle No. 241.**

Appropriate Technology—Window Quilt™ cuts heat loss at windows by as much as 79 percent. Five layers of material, including an aluminized plastic sheet covered by polyester fibers, create dead air pockets for better insulation. Product is available in fire-retardant materials. **Circle No. 240.**

Levolor—Sun Tamer™ Screen cuts air conditioning costs, reduces glare, and protects interior finishes against fading without impeding view. Constructed of fiberglass yarn coated with flameproof vinyl for exterior installation, item can reduce solar heat gain by 84 percent. **Circle No. 248.**



Marathon

Marathon—Bali Blinds conserve up to 49 percent of energy loss at windows. Aluminum, textured blind reflects 65 percent of solar heat. Duplex blinds are white on outside and are available in 20 interior colors. **Circle No. 242.**



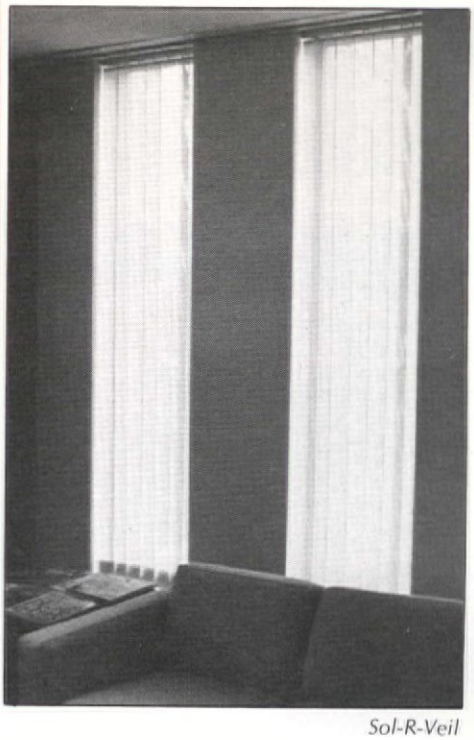
Appropriate Technology

Levolor





Verosol

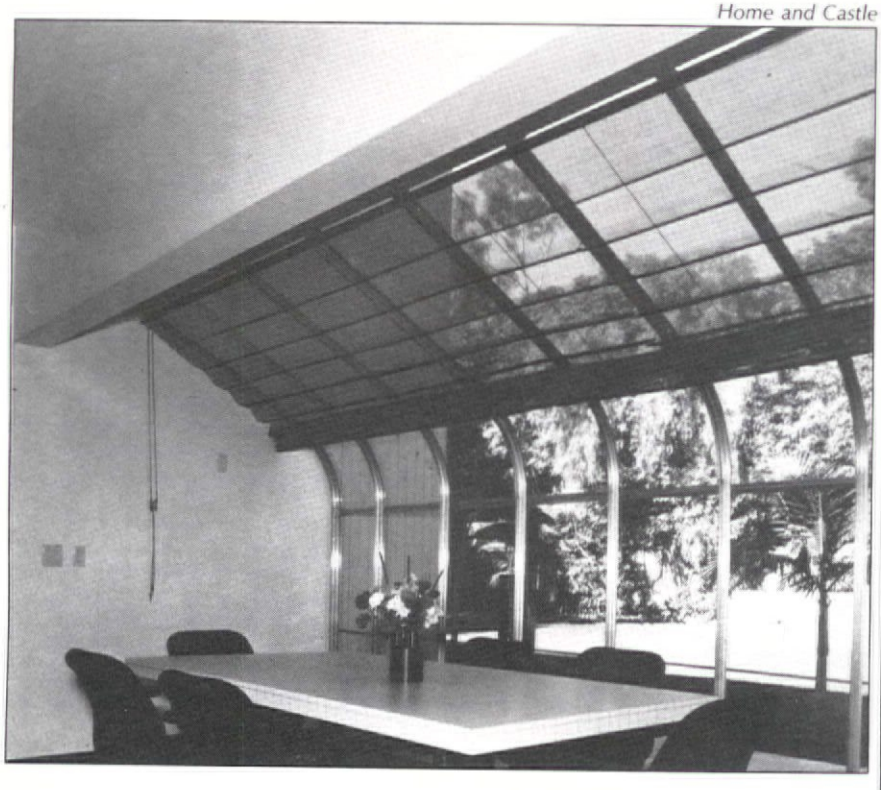


Sol-R-Veil

Verosol—Pleated shades offer three degrees of office privacy. Veropaque (shown), the densest fabric, prevents visibility to interiors. Also available are Verolucent and Verolusion fabrics. All three offer the same energy-efficient properties. **Circle No. 235.**

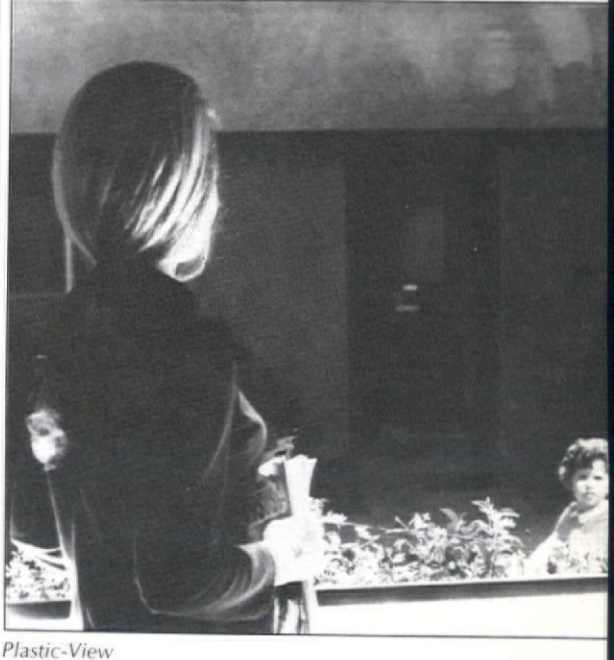
Plastic-View—"See-thru" window shades reflect up to 92.5 percent of solar energy and retain 44 to 56 percent of interior heat in winter. Metalization process reflects and re-radiates heat back into rooms. Passive solar design permits 100 percent of available free solar heat to enter. **Circle No. 236.**

Home and Castle



Home and Castle—Track-guided, moveable skylight and greenhouse Pacifica shade is available in sunscreen and canvas. Custom fabricated cloth shades are offered. **Circle No. 238.**

Sol-R-Veil—Vertical blinds are constructed of Layfayette fabric. Vanes are available in widths ranging to five inches. Blinds can be operated manually or motorized. **Circle No. 247.**



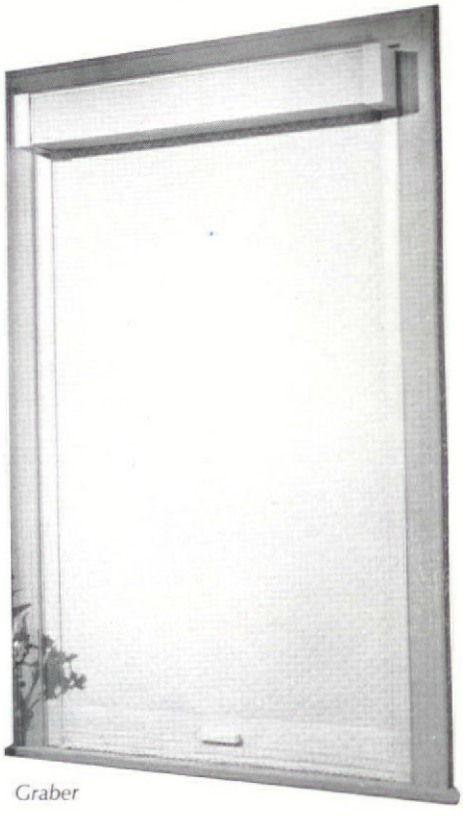
Plastic-View

ENERGY-CONSERVING CASEMENTS

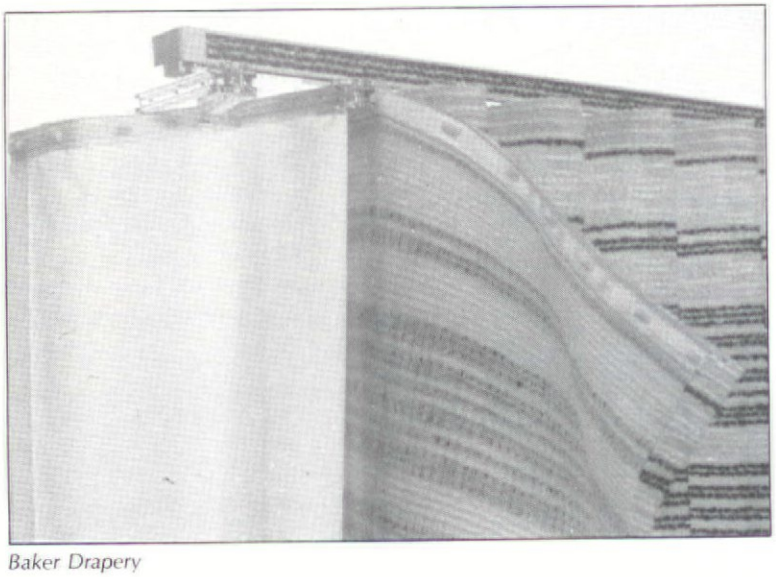
'Dead air blanket' boosts thermal performance



General Electric



Graber



Baker Drapery



Plaskolite

Baker Drapery—Snap-a-Pleat™ drapery system is constructed of an aluminum alloy track with double channels allowing cord and drapery carriers to work independently. Optional prefabricated liner snaps to back of drape forming a dead air pocket to reduce energy loss. **Circle No. 237.**

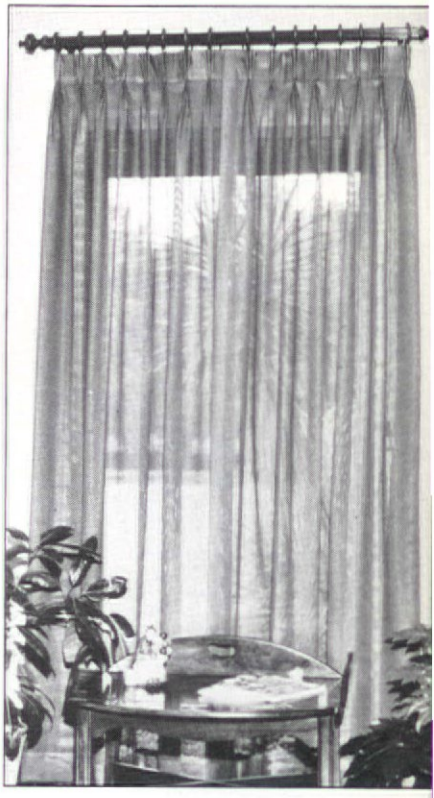
Graber—Designed to decorate and insulate, The Window System™ features a spring-tension roller mechanism covered with thin, five-ply fabric. Air-tight edge seals on all four sides to eliminate drafts. Product can be installed from the inside or exterior of buildings. **Circle No. 244.**

General Electric—See-Through shutters introduced by Security Shutter Corporation are constructed of the firm's tough Lexan™ resin. Designed to permit interior surveillance, product features a built-in support system that converts shutters into energy-saving awnings. **Circle No. 239.**



Louverdrape

Phifer Wire Products





Nanik



Hunter Douglas

Plaskolite—Interior magnetic storm window is designed to automatically expand and contract. Air leakage is prevented by a tight seal between acrylic glazing and windows. Product suits commercial and industrial settings.
Circle No. 234.

Louverdrape—Vertical blinds rotate to block direct sunlight. Perforated solid vinyl louvers reduce glare and reflect up to 75 percent of radiated heat to reduce operating time of heating and cooling equipment by 12 percent. Product is available with contrasting edge stripes.
Circle No. 246.

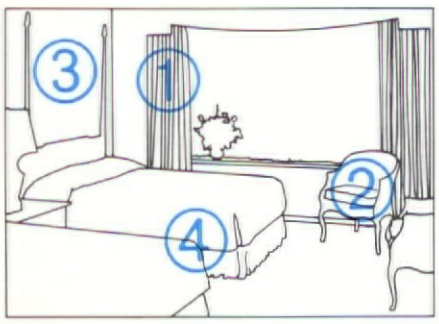
Phifer Wire Products—"Sunscreen™" reduces solar heat gain by as much as 70 percent and increases plate glass performance by 15 percent in winter. Constructed of durable, open-weave vinyl-coated fiberglass yarn, it appears opaque from its exterior while permitting visibility from the interior.
Circle No. 233.

Nanik—Secondary System Window traps venetian blinds between an existing window and a secondary window. Product is installed from the inside of building. Window system reduces heat conduction by more than 50 percent.
Circle No. 245.

Hunter Douglas—Flexalum Thermstop blinds reduce heat loss by 43 percent. Non-organic Thermstop is an energy-efficient finish for aluminum blind slats. Surface reflects heat in summer and is available in eight colors.
Circle No. 243.

FLAME/STAIN PROTECTION DESIGN FREEDOM





NOTE: Not all finishes or processes listed are necessarily applied to the items illustrated.

1. For Drapery Fabrics
   - Flame Resistant Finishes
   - Stain Resistant Finishes
2. For Upholstery Fabrics
   - Stain Resistant Finishes
   - Backing (for stability) in a flame-retardant formulation
   - Flame resistant finishes
3. For Fabric Wallcoverings
   - Flame Resistant Finishes
   - Stain Resistant Finishes
   - Acrylic backing (for ease of installation) in a flame-retardant formulation
4. For Bedspread Fabrics
   - Lightweight, washable backing in a flame-retardant formulation

The variety of protective finishes and backings for decorative fabrics available from Kiesling-Hess allows the designer to work with virtually the full spectrum of natural and man-made fabrics to create guest-pleasing, guest-protecting room decor for America's finest hotels.

Write or Call for Brochure

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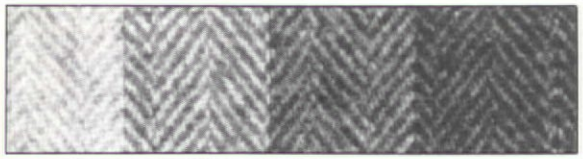
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New York, New York 10011
(212) 736-4760

8690 Hayden Place
Los Angeles, CA 90230
(213) 839-2279

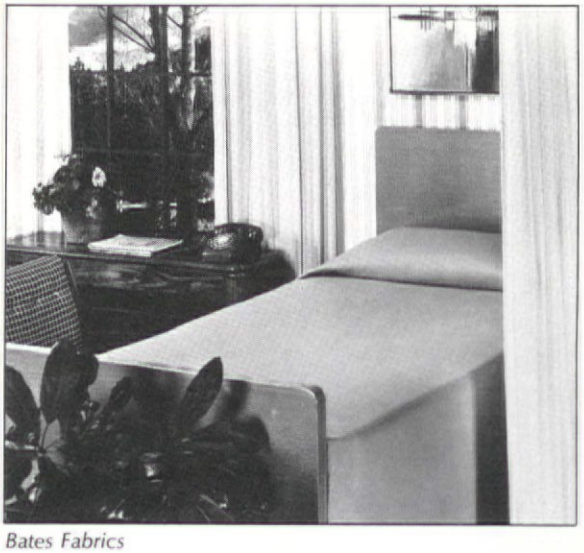
Circle 47 on reader service card



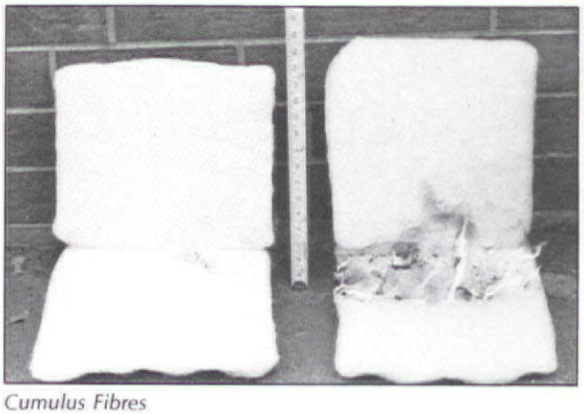
Armstrong



Architex



Bates Fabrics



Cumulus Fibres

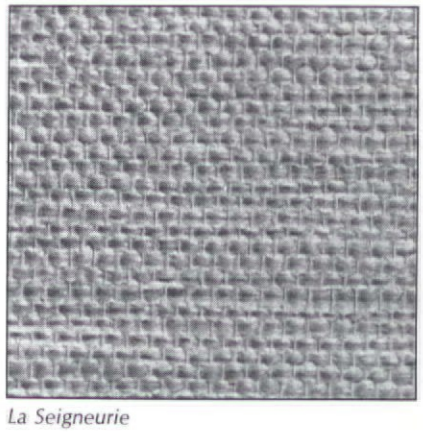
Use non-flammable textiles on panels & windows

Armstrong—Soundsoak acoustical wall panels, with sound absorption ranging from .55 to .85 NRC, have a flame spread less than 25, according to standards of the ASTM E-84 tunnel test. Embossed modacrylic, weaves, and vinyls are materials offered. **Circle No. 261.**

Cumulus Fibres Inc.—Cumugard™ combustion modified batting product is a non-woven polyester for upholstered furniture. Product is suited for use as cushions or filling. It passes tests under the Boston Fire Code and Underwriters Laboratories. **Circle No. 279.**

Bates Fabrics Inc.—Designed for window treatments, cubicle curtains, and other end-uses, fabric exceeds standards for fire retardancy set by U.S. Department of Commerce and California Fire Marshal. Product is static-free and is woven of Monsanto's SEF™ modacrylic fiber. **Circle No. 270.**

Architex International—"Wallternatives II" represents 700 fabrics for wallcoverings, all with Class A rating for fire retardancy. Textures and designs from the U.S. and 13 countries are included. **Circle No. 284.**



La Seigneurie

La Seigneurie—"Glasscloth" has a composition of woven fiberglass and inert mineral coating, making it applicable for humid and high-traffic areas. Fabric visually removes imperfections in walls and has an ASTM E-84 Class A fire rating. **Circle No. 399.**



GIVE YOUR CUSTOMERS A BRAKE

PACER

Twin Wheel Casters with Positive Braking Action

shepherd

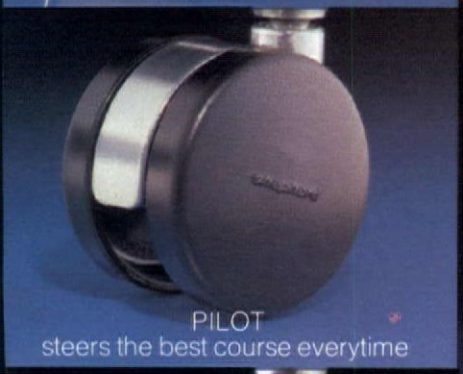
203 Kerth Street, St. Joseph, Michigan 49085 In Canada: 37 Esna Park, Markham, Ontario

Circle 51 on reader service card

Other Twin Wheel Casters from the Shepherd Collection



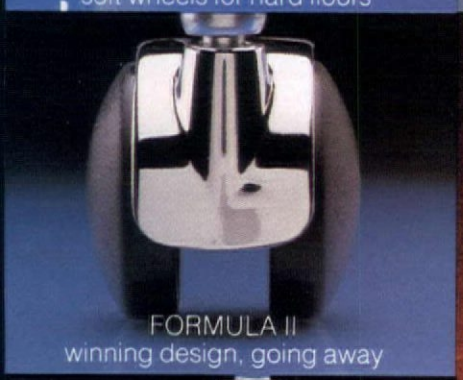
PACER
sets the style, others follow



PILOT
steers the best course everytime



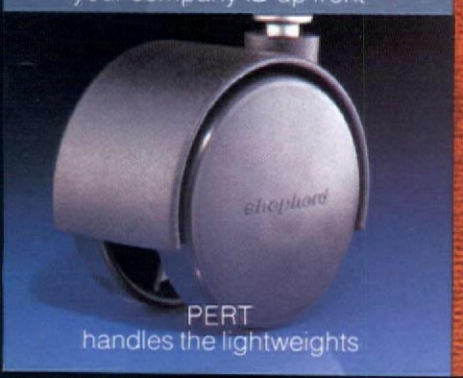
PACER (Urethane)
soft wheels for hard floors



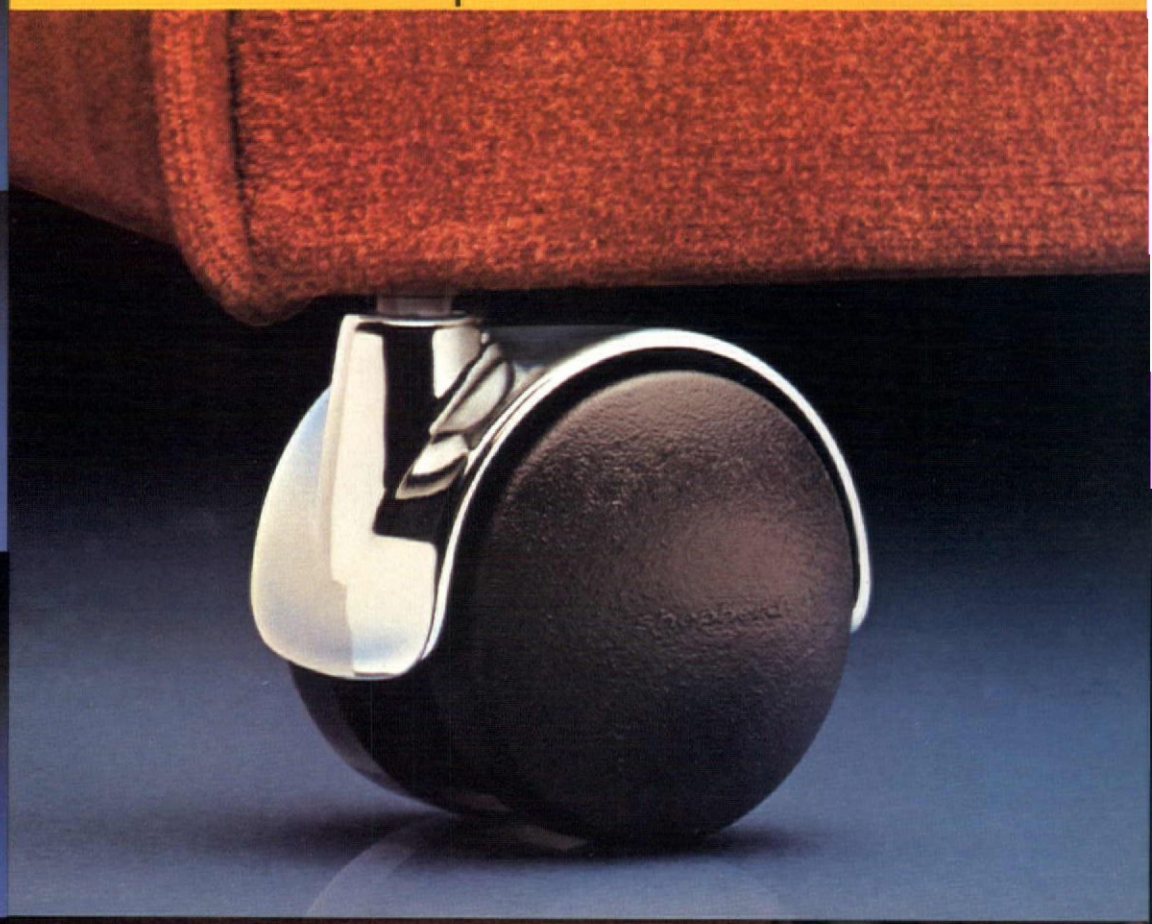
FORMULA II
winning design, going away



INSIGNIA
your company ID up front



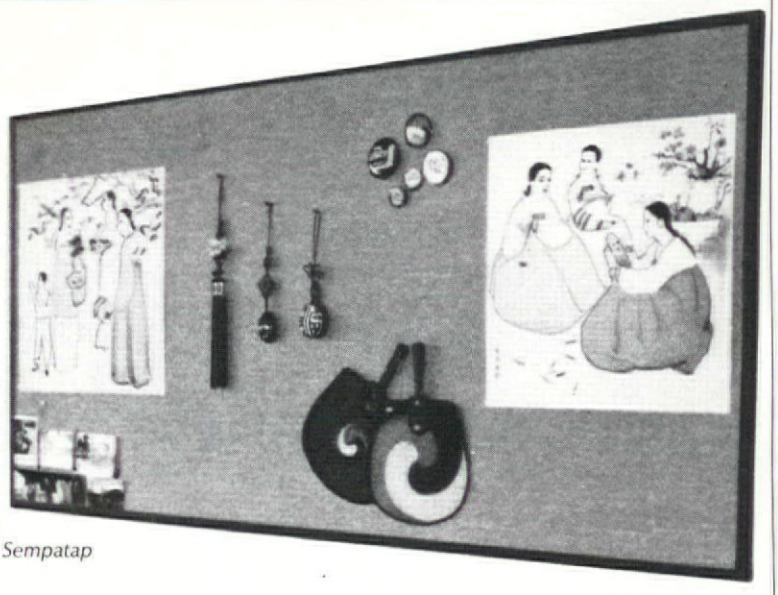
PERT
handles the lightweights







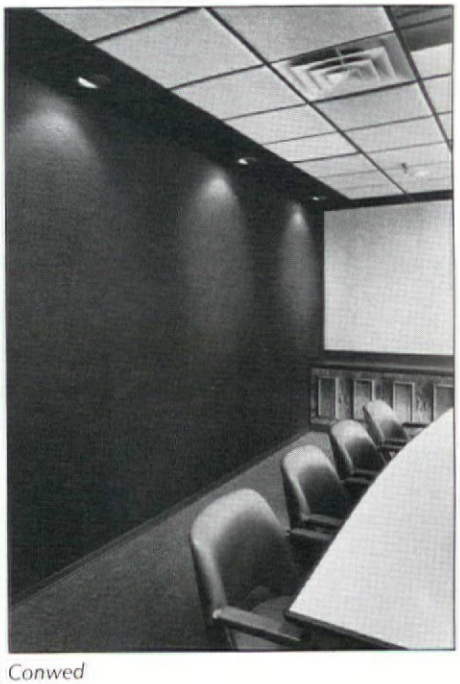
S.R. Wood



Sempatap



Rohm and Haas



Conwed

Broad textural & color spectrum adds esthetics to functional, fire-retardant materials

S.R. Wood—"Crown Jewel" textile collection meets requirements for fire retardancy under NFPA standards. Wallcoverings are Class A rated. Collection of coordinated wallcovering, upholstery, and drapery is available in solids, stripes, warp lays, and weaves. **Circle No. 281.**

Conwed—Acoustical panel systems are designed to absorb 65 to 95 percent of sound which hits them. Panels maintain Class A rating under fire code ASTM E-84-80. Silent 95 panels are recommended for perimeter walls for added insulation. Silent 65 panels are effective for room-to-room privacy and as tack boards. **Circle No. 273.**

Rohm and Haas Company—"Kydex" wallcovering meets Underwriters Laboratories' standards for fire retardancy. High-impact material resists scratches, impact, scuffing, and gouging. **Circle No. 301.**

Sempatap—Fire-resistant "Material U" tackboards are available in many colors. Material also absorbs sound and serves as an insulator. Sempatap wallcoverings are available in either a sealed surface that can be painted or as grasscloth or jute. **Circle No. 298.**

Poly and wood...

a versatile combination in the hands of Krueger craftsmen

Krueger's Strax seating is offered in arm, armless and bench versions...and any combination can be ganged together. What's more, they also stack.



Select hardwood frames are combined with polypropylene seats and backrests, with or without upholstered cushions. All in a variety of finishes and colors.

Besides, there's an economical side to versatile Strax seating. Get details by calling any of the showrooms listed or contact Krueger, P.O. Box 8100, Green Bay, WI 54308. (414) 468-8100.



Design: H. Lohmeyer. Manufactured in the U.S. under license from Casala-Werke Carl Sasse K.G.

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Circle No. 73



Joel Berman



Vaughan Walls



Sommer Coverings



General Drapery Services

Fire-safe fabrics also offer acoustic control

StretchWall div. Joel Berman Associates—An alternative to standard fabric wallcoverings, Stretchwall+™ mounts on frame system to meet virtually any application. Fastening under tension prevents sagging, rippling, or puddles in the material. Product meets NFPA 701 and the ASTM E-84 tunnel test as a Class A item. **Circle No. 289.**

General Drapery Services Inc.—Flame-retardant, 114-in.-wide linen is installed over flameproof dacron. Material meets rigorous standards set by fire codes determined by New York/New Jersey Port Authority, the City of Boston, the State of California, and several government agencies. **Circle No. 277.**

Vaughan Walls—Relocatable and reuseable full-height walls of naturally fireproof gypsum panels are capable of receiving any decorative finish. Product is available with a full range of options, including doors and a variety of surfaces. **Circle No. 304.**

Sommer Coverings—"4050" fabric is part of the "Rendez Vous" collection meeting standards of the ASTM E-84 tunnel test. Two-tone effect resulting from design comes in eight shades. In addition to conforming to rigorous flammability codes, product has NRC rating of .15. **Circle No. 282.**



"I'm good, but I'm not a one-man band."

My ideas work best in an environment of other good ideas. So I look for suppliers who can take my concepts one step further. I specify Patrick for contract carpet because they consistently provide me with smart, workable choices. Like Antron® XL nylon, which resists crushing and abrasion, hides soil and retains its excellent appearance.

Patrick can finish what I start. From start to finish.

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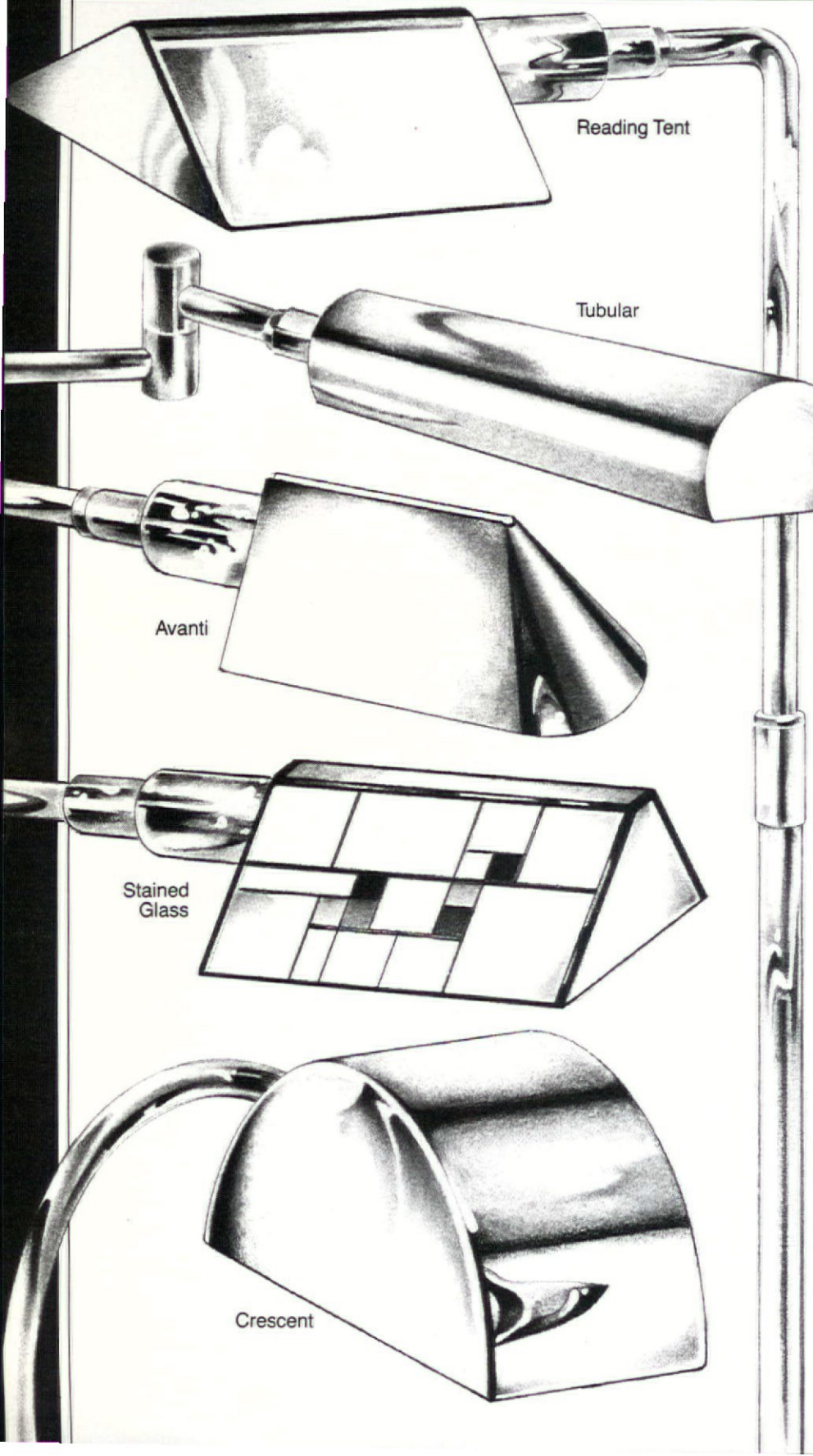
Circle 55 on reader service card

WHEN YOU SPECIFY LIGHT, CONSIDER THE SHADE.

KOCH+LOWY INC.
THE PAST, PRESENT, AND FUTURE OF MODERN LIGHTING

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You can tell a lot about a lamp by examining the shade.

Take our famous **Reading Tent.** Like all our metal shades, it's made of solid brass sections, silver soldered and hand-ground to a perfect fit, then triple-polished and immersed in an acid bath for a flawless finish.

To prevent marring even by fingerprints, the shades are tray-carried to special ovens where protective lacquers are baked to a hard, longlasting beauty.

Combining aesthetics with functional elegance, our new **Avanti** shade takes a standard bulb. A slit of light passes through the top to produce a subtle effect. This visually attractive design also prevents heat buildup.

The newest addition to our line, the signed/numbered **Stained Glass** shade incorporates a design that provides optimal reading light and a work of art.

Our classic **Crescent** and **Tubular** shades, like all Koch+Lowy swivel shades, have a *fully enclosed* solid brass swivel, precisely tooled for a full 360° rotation and, a 90° tilt. They'll never sag, droop or flop, and never need adjustment. Nylon seating rings ensure smooth, noise-free operation. Virtually indestructible, these swivels are one more reason why Koch+Lowy lamps represent a lifetime value.

Consider these shades and examine our full line at Koch+Lowy showrooms around the country, or write under your letterhead for our catalog.

Circle 56 on reader service card

Zefran®

CR-4 acrylic/nylon blend



For Performance Certified Contract Carpet with wool-like color impact.

One thing that sets us apart from other fiber producers is that we also manufacture pre-colored contract carpet yarns. Among the most versatile: our Zefran CR-4, a blend of 70% acrylic/30% nylon. CR-4 creates carpet with rich, wool-like aesthetics and nylon-tough durability that cleans easily. In virtually any colors you want! Over 75 stock-dyed solids and heathers are inventoried, and these can be plied into thousands of combinations.

As for wear, you'll find contract carpets made of Zefran CR-4 Performance Certified and traffic classified by Badische for even extra-heavy use.

Ask our Contract Carpet Consultants for a resource list: Northeast Area, Bob Van Horn, (212) 730-4345 • Southwest Area, William Borges, (214) 352-2324 • Midwest Area, Nancy Holton, (312) 527-0066 • West Coast Area, Patricia Nasrallah (213) 636-2101 • Southeast Area, Julienne Hillyer, (404) 223-0650 • Mid-Atlantic Area, Sharon Mohney, (804) 887-6441 • Canada, Badische Canada, Ltd., (613) 725-3685.

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Circle 57 on reader service card

There are two ways to conserve wildlife.



Way Number One: zoos. Wonderful places, zoos. For people. For all of us to learn about animals from faraway places. For a glimpse of rare species that still exist only in zoos. But if the cougar and other wildlife could choose...

Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development.

Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

That's the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.

Save A Place For Wildlife.

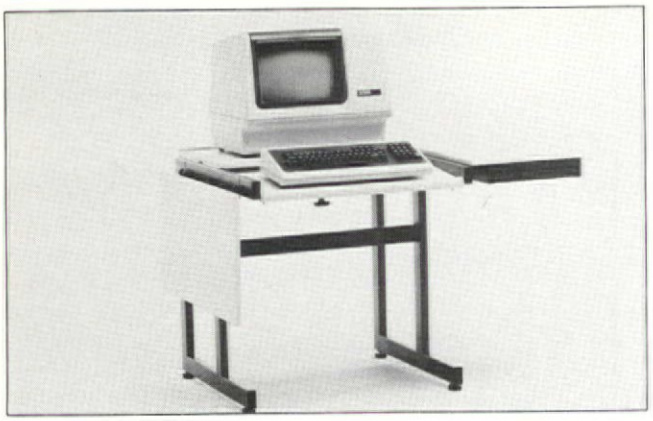


Light Diet

A strict regimen of reduced energy consumption, coupled with enhanced visual comfort. An attractive alliance, engineered by Gardco's Focus Ten. H.I.D. sources deliver both reflected ambient and direct lighting (diffused or controlled task beam) from freestanding and ceiling-mounted luminaires. Touches of light from the ring reveal and lower aperture grace the outline of the luminaire. Now quality of light does the work of mere quantity, and curbs the powerful appetite of office lighting. Gardco Lighting, 2661 Alvarado Street, San Leandro, California, 94577. 800/227-0758 (In California 415/357-6900).

Gardco Lighting

Circle 59 on reader service card



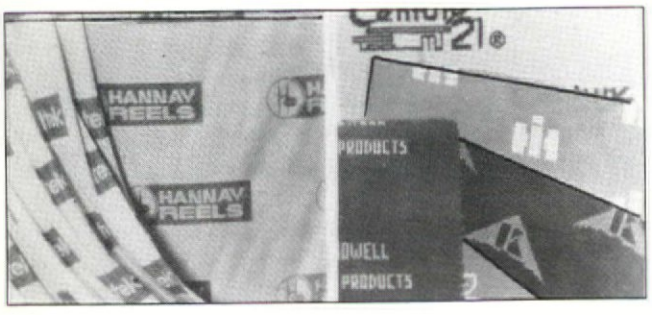
OPERATOR KEYBOARD ADJUSTS AND SLIDES

Ergonomic computer terminal unit has adjustable keyboard platform for controlled incline and sliding capability. Optional dropshelf and drawer shelf are reversible for left or right positioning. From **Precision Manufacturing Co.**, unit can be incorporated into the firm's office furniture system or existing installations. **Circle No. 387.**



CARPET SEPARATES STORE APPAREL AREA

Women's designer apparel area of Diamond's, Tucson, Ariz., is separated from aisle space by custom carpet from **Bentley Carpet Mills**. Constructed of DuPont Antron III nylon, carpet was specified for installation by designers at Swimmer Cole Martinez Curtis. **Circle No. 388.**



LOGO CLOTH PERSONALIZES APPLICATION

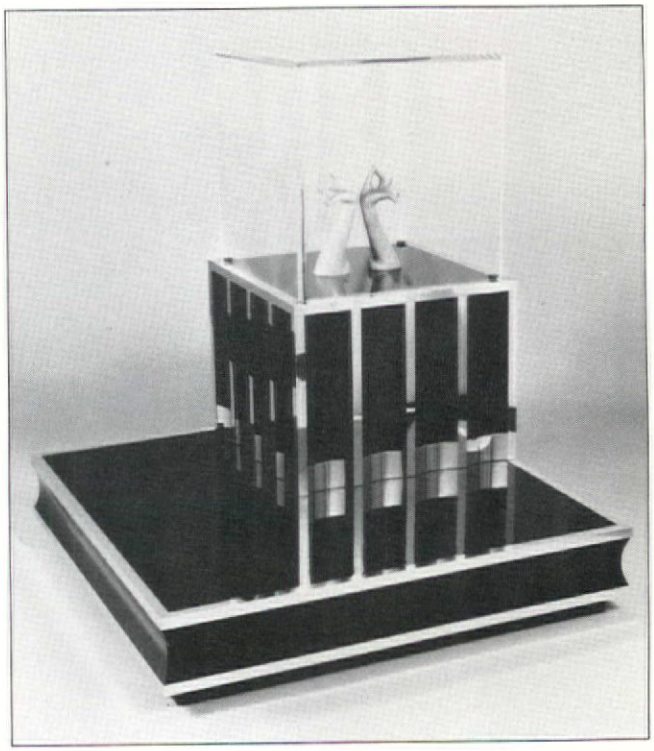
Displays, tablecloths, skirting, draperies, and upholstery are made to order with company logo for greater visibility and marketing impact. **Dan Newman Company** offers the product in 60-in.-wide material. Samples are available. **Circle No. 389.**

CARPETS RID STATIC PROBLEMS IN CRT ENVIRONMENTS

"Contempo Series" computer-grade, static-control carpeting from **United Technical Products** features the Berber look and is available in a range of earth tones. Carpet is guaranteed to eliminate static problems associated with computers and other sensitive electronic equipment. **Circle No. 309.**

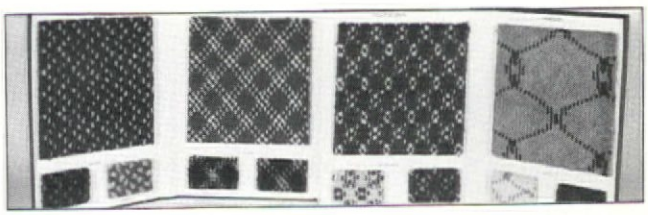
LAMINATES OFFERED IN RICHER, SOFTER SHADES

Lamin-Art offers six, new, high-pressure, decorative laminates in richer, softer shades. Cedarbark, copper leaf, zinnia, mimosa, clay, and cafe gray are available with glossy and textured finishes in vertical or standard grades and 48- by 96-in. and 48- by 120-in. sheet sizes. **Circle No. 310.**



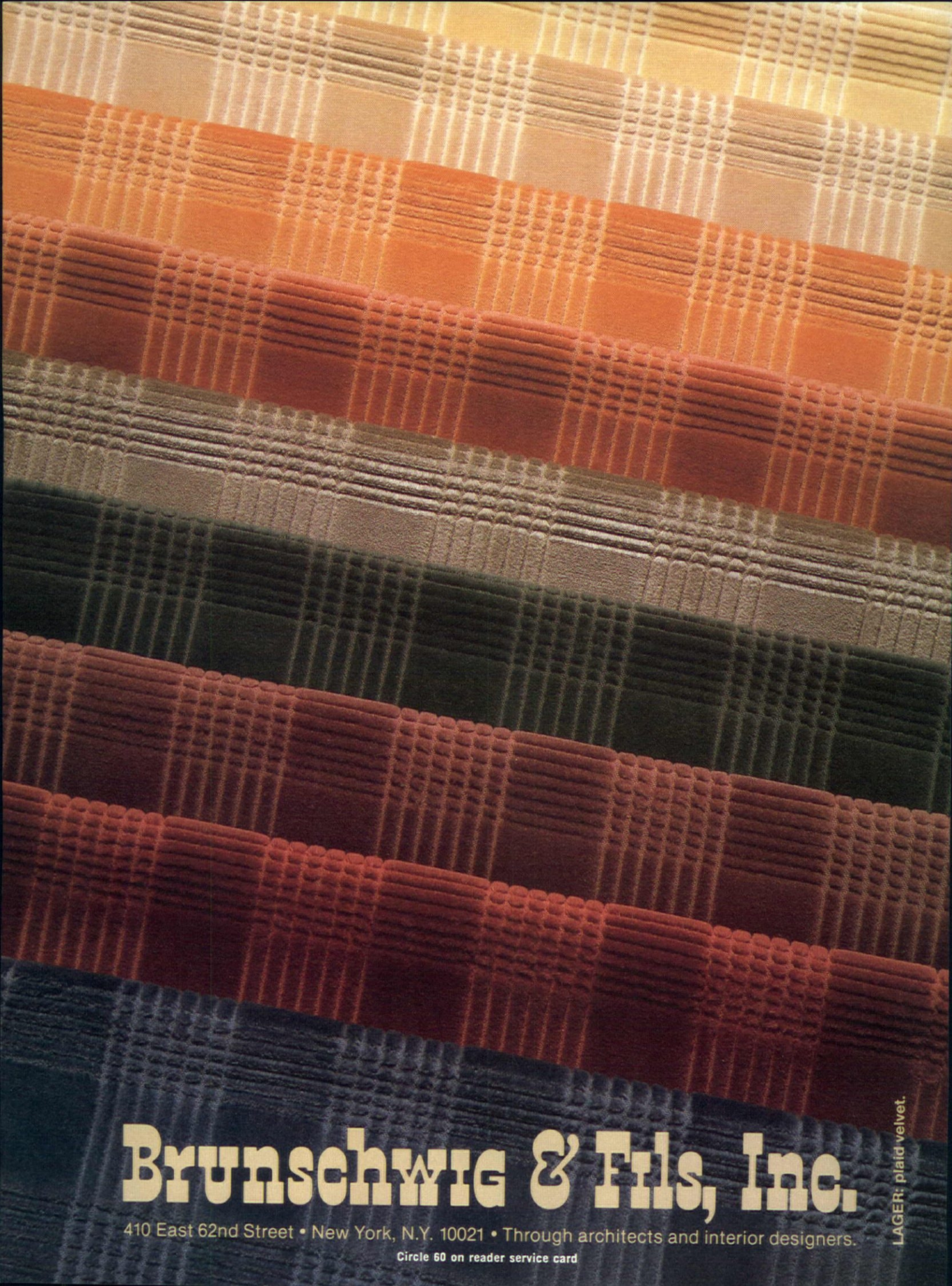
LAMINATES COMPRISE DISPLAY FIXTURES

Glass covered display case was custom designed by Sid Diamond Display Corp., New York, and fabricated by H.C. Osvold Co., Minneapolis. Suitable for small displays, unit is made of **Wilsonart** laminate 1595-6, FG-11 in black with mirror finish and edged in brass. Tables and other custom units are offered. **Circle No. 390.**



DUPONT & BADISCHE YARNS COMBINED

Antron III nylon from DuPont and Badische's Zeftron nylon have been combined to construct the "Sterling Collection" of carpets from **National Carpet Mills Inc.** Four patterns are stock qualities with custom designs available in minimum yardages. Line is designed for heavy or medium commercial use. **Circle No. 391.**



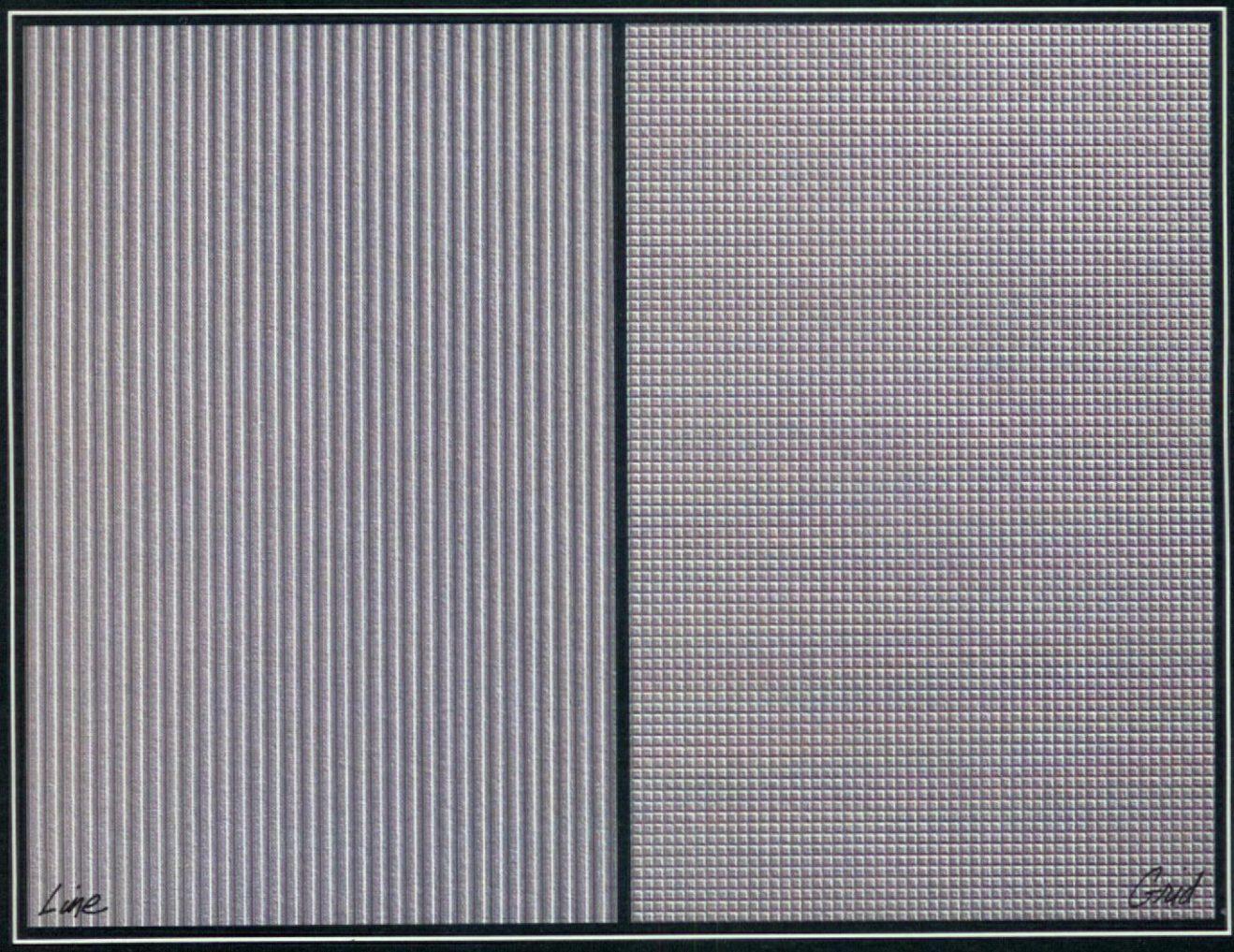
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DESIGNED TO MEET DESIGNER'S SPECIFICATIONS



Design Criteria:

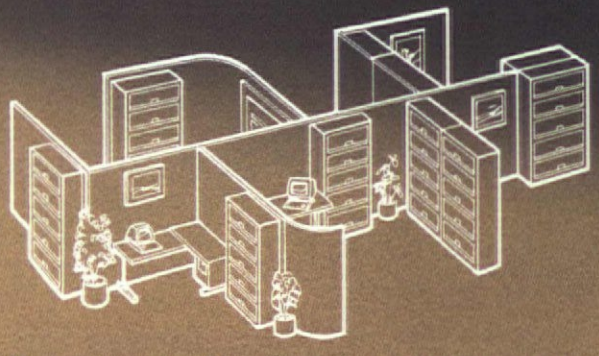
Provide a partition-height, lateral filing cabinet for letter size documents in the open office environment.

Design Solution:

TAB's Spacefinder®

TAB's Spacefinder® Partition-Height Cabinet was created specifically to provide high density storage in the workstation area.

Aesthetics and functionality have been blended to provide interior designers and office management with cabinets that become part of the decor, not an after-thought. Colors can be matched to your specifications and you can choose from 13 contemporary decorator colors.



Now you can provide any small work area an easy-to-see and easy-to-reach lateral filing system. The Spacefinder® Cabinet is the right height to match partitions, and its flush back lets it fit anywhere in just 3½ square feet of valuable floor space.

TAB's Spacefinder,® the design solution for today's open office filing requirements.

We're in the Yellow Pages under "Filing Systems and Supplies." Or write us at 2690 Hanover Street, Palo Alto California 94304. In Canada: 550 McNicoll Ave., Willowdale, Ontario M2H 2E1.

TAB PRODUCTS CO

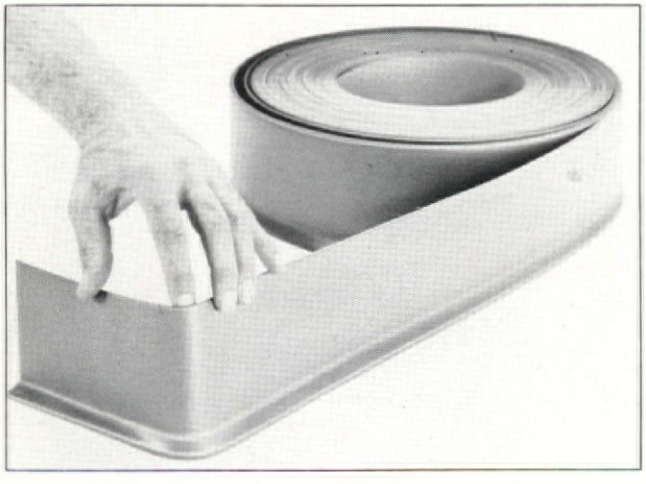
Circle 62 on reader service card

SEATING TEMPLATE SIMPLIFIES DRAFTING

A 1/4-in. scale restaurant seating template made of durable plastic is now available from **Gildesigns**. All common-size table and chair shapes and a back-to-back spacing guide are included. Developed to serve as a faster, more efficient drafting tool, product enables designers to place tables and chairs appropriately without moving the template. **Circle No. 332.**

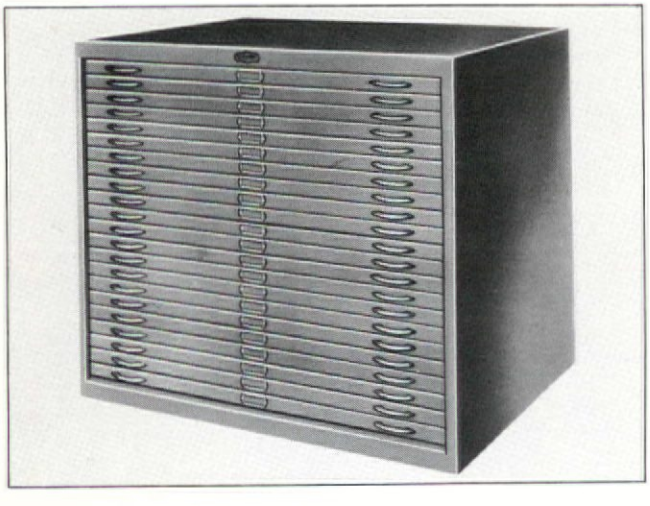
WOOD FLOORING RATED FOR CRITICAL FIRE AREAS

Class B fire-rated wood flooring from **Hartco** is prefinished to eliminate need for sanding and staining during installation. Parquet flooring is available in 12-in. squares and three colors ranging from a natural color through a darker tone.
Circle No. 317.



COVE BASE CORNERS WRAPPING PROBLEMS

Johnsonite rubber cove base, called "EZ-WRAP," wraps around corner bases without cracking. Available in five colors, base is fire rated and comes with or without standard toe. Rubber is 1/8-in. thick and is available in 4-ft. lengths or 120-ft. coils. **Circle No. 393.**



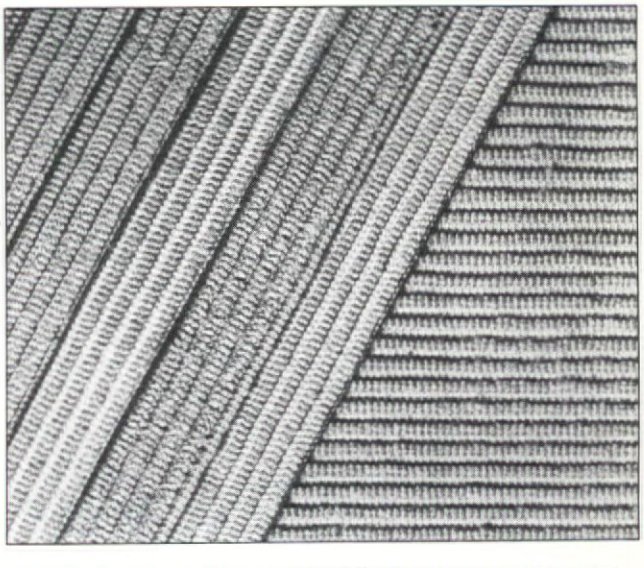
SLIM DRAWERS PREVENT DAMAGING PILE-UP

Slim drawers in this 22-drawer file prevent destructive pile-up of too many materials in one drawer. Storage is possible for materials measuring from 18- by 23-in. to 38- by 50-in. Heavy-gauge construction is of steel finished in black baked enamel. Unit is from **Foster Manufacturing Company**.
Circle No. 394.



SCROLL STYLING DETAILED IN RATTAN

Throne scroll chair is available from **Typhoon International**. Hand-lacquered finish protects rattan; poly-filled seat cushion may be upholstered in a wide range of fabrics. Chair works well in boutiques and apparel departments, as well as in tropical commercial setttings. **Circle No. 392.**



NATURAL LINEN RUG FEATURES HARD-EDGED DETAIL

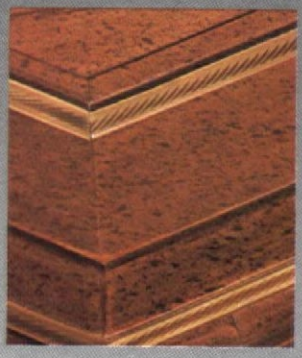
Hard-edged styling is featured in a 100 percent linen-face Wilton floorcovering from **Saxony Carpet Collections**. Woven in Holland, rug is available in six pastel background shades with contrasting natural or monochromatic natural pile and can be installed wall-to-wall or bound as an area rug.
Circle No. 308.

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Touch Me Laminates™ 4' x 8' sheets (.040 thickness) featuring embossing and multicolor registration in high pressure melamine. Many unique patterns also available in embossed copper. A full phenolic backed aluminium line is also available. Create your own designs because of our inexpensive embossing process. Used in furniture, interior design, store fixtures, and all areas where high pressure laminates are found.

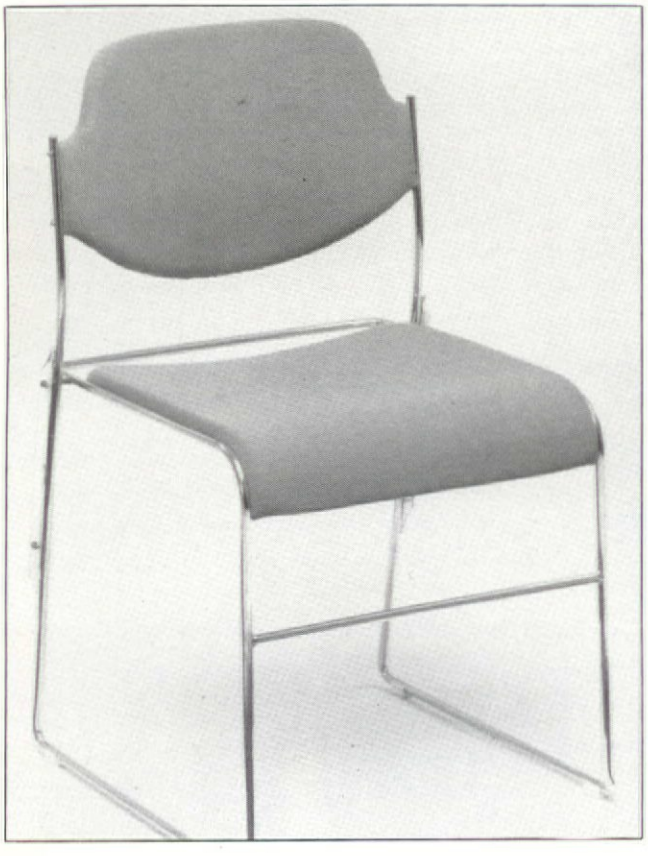


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ATi

Circle 63 on reader service card



CHAIR STACKS 40 HIGH FOR EASY STORAGE

Labostac chair from **Functional Office Furniture** stacks 40 high, requiring approximately 3-ft. of vertical storage space. Arms and/or writing tablets may be added to suit applications. Frame is of lightweight, chrome-finished steel. Seat contours may be cushioned and upholstered or finished to specified color. **Circle No. 395.**

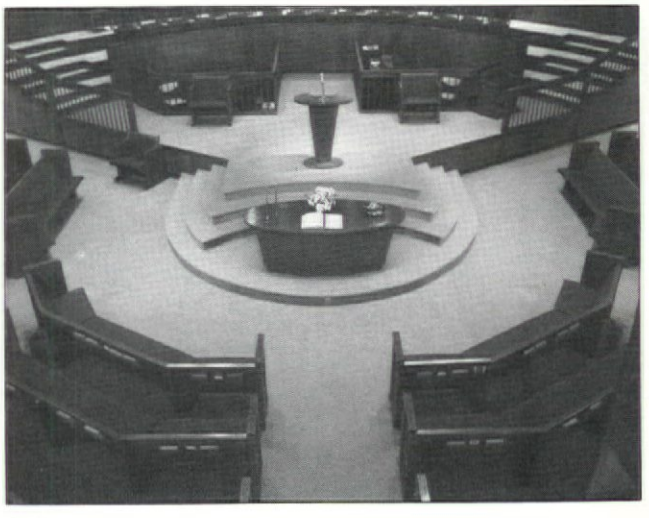


MARBLE REPRODUCTIONS ADDED TO FINISH LINE

Three reproductions of fine marble are recent additions to **Westinghouse**'s decorative, Micarta furniture finish line. Classic Beige, Crystal Mint, and Almond Ice Marble offer technical detail in color ranges of beiges, tans, rusts, and greens. Gloss finishes add Old European flavor to fine furniture. **Circle No. 311.**

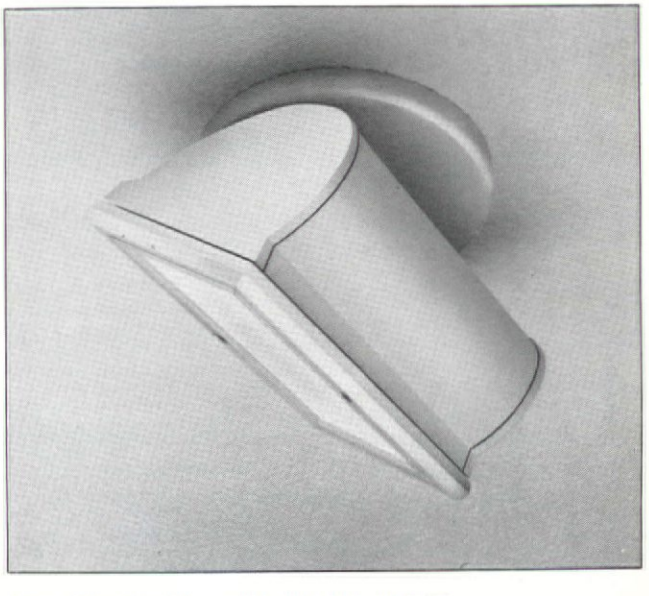
REDUCE PLANT MAINTENANCE WITH WATER SENSORS

Planter Technology's Natural Spring Sensor System controls plant watering cycles, allowing correct amounts of moisture to reach plants while preventing overwatering. Planter sides are filled with water approximately once a month. The sensor then monitors the flow of water to soil, thus reducing maintenance time and cost. More than 750 Natural Spring Planters installed in Harrah's Reno Headquarters received the American Interior Plantscape Association's Highest Honor Award for 1980-81. **Circle No. 333.**



CARPET'S THREE-PLY YARN ELIMINATES STREAKING

Three-ply yarn construction eliminates streaking in **Joy Carpet**'s Rough Rider, a continuous-filament, Antron III, twist-pile nylon floorcovering. Product is offered in 28-oz. deniers as well as custom weights. Seven-year wear guarantee and Class B fire-rating are standard features. **Circle No. 315.**



REFLECTOR EMITS UNIFORM LIGHTING

Elliptipar's smooth surface reflector emits uniform light by projecting high light intensities to surface points located at the greatest distance from the fixture. Available with tungsten-halogen and fluorescent bulbs, models are offered in surface-, pendant-, and cantilever-mounted configurations and are UL-listed for indoor and damp locations. **Circle No. 318.**



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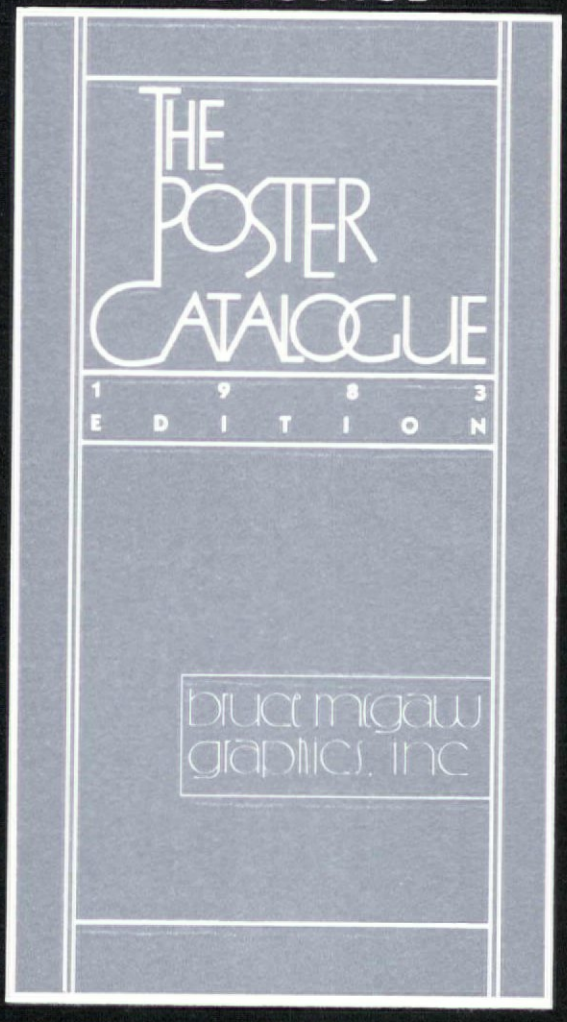
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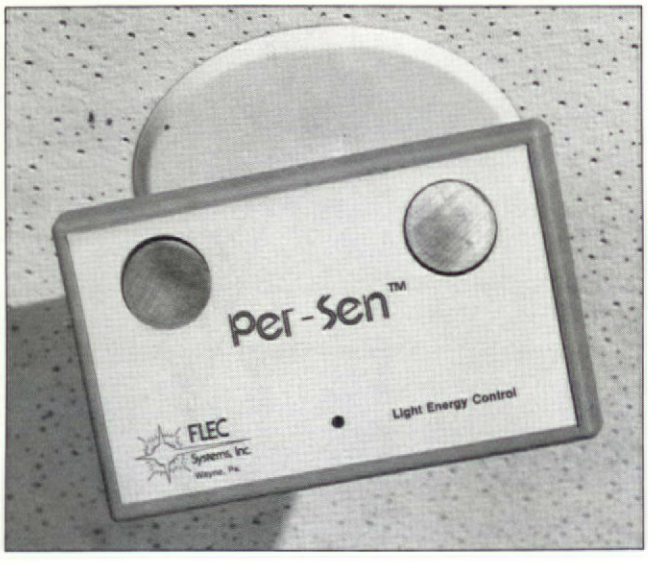
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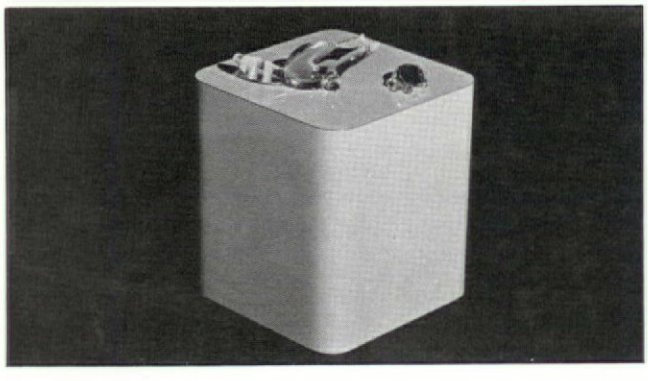
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Circle 66 on reader service card



ROOM SENSOR BOOSTS ENERGY SAVINGS

Per-Sen (personal sensor) from **Flec Systems** is a low voltage unit which uses ultrasonic technology to detect motion in a 450-sq.-ft. area. Sensor activates and deactivates lights and other electric equipment when users leave or re-enter monitored areas. Unit has adjustable time delay of one to 12 minutes. **Circle No. 343.**



GEOMETRIC TABLES AVAILABLE IN VARIED FINISHES

A line of geometric tables is available from **Cubicon** in a variety of plastic laminate finishes. Wilsonart laminates are standard; custom, post-formable high-gloss laminates can be supplied. **Circle No. 328.**

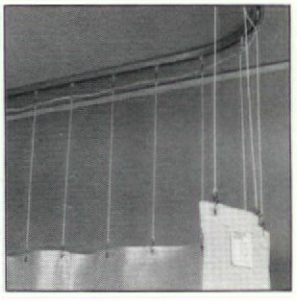


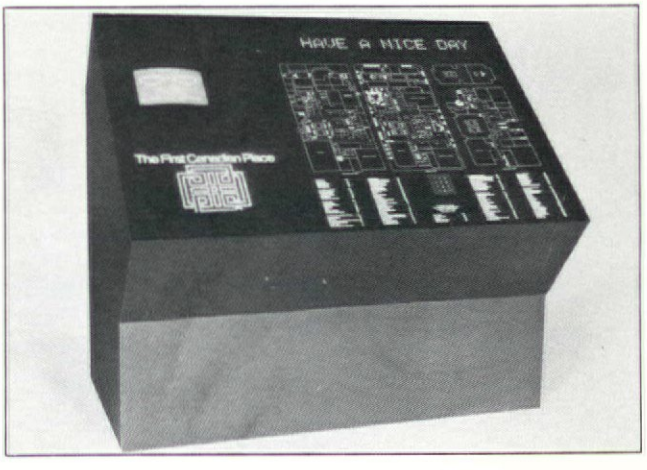
WEAVE CARPETS WTIH ANTI-STATIC FIBERS

Trio Diamond carpet is of 100 percent Timbrelle nylon, woven with anti-static Epitropic fiber, and is available in six colors. Other offerings from **Carpets International U.S.A.** are American 80's Rosetta, Herringbone, and Modular patterns made of 80 percent wool/20 percent nylon in four colorways. **Circle No. 324.**

CURTAINS ALLOW VENTILATION SPRINKLER USE

Hardware Associates' 2585 Cubidrop Suspension System for hospital curtains is molded of 100 percent nylon and is flame-resistant. Curtain drops provide needed clearance for sprinkler coverage and assure proper ventilation. **Circle No. 385.**





COMPUTERIZED SIGNAGE AIDS BUILDING USERS

Public Access Systems, Ltd., a division of **The Other Sign Co.**, introduced two computerized directory systems. "CompuDirect" for shopping malls, contains a map, video display, and a push-button directory console. When activated, computer indicates store location and most direct route. "CompuDirect 4," for office buildings, requires users to key in the first letter of companies or individuals they seek. A monitor then displays an alphabetical listing of all names beginning with that letter. **Circle No. 342.**



PROTECT HEALTHCARE FURNITURE WITH VINYL FINISH

Alpha collection of healthcare furniture from **R-Way** consists of chests, desks, dressers, nightstands, and beds. Ultraviolet-cured, scratch-resistant R-Clad vinyl laminate covers wood grain or colored finishes on surfaces and drawer interiors. Alpha line complements the Oakur series, an existing line of furniture. **Circle No. 323.**

April CONTRACT: Hospitality/Restaurant "Executive Buyer Edition"



For Readers: Hard-to-get details on top hospitality/restaurant furnishings & design

For Advertisers: Access to 29,000 regular specifier/buyer readers, plus an extra 5,000 decision-making executives at hotels, motels, restaurants, discos & chain headquarters

The April CONTRACT Hospitality/Restaurant "Executive Buyer Edition" provides you with in-depth data on recent, impressive hotel, motel, restaurant, club and other hospitality installations...provides advertisers with circulation to 29,000 all-contract specifier/buyers, plus 5,000 influential hospitality end-users — at regular ad rates!

April Ad Deadlines: March 10, orders; March 14, film; March 18, furnished inserts.

Upcoming "Executive Buyer Editions"

June: Government—Government installations, plus extra circulation to 5,000 government purchasing executives. **Space closes May 10.**

August: Commercial Buildings—Remodeling editorial, plus extra circulation to 5,000 corporate facilities executives and commercial building owners. **Space closes July 11.**

October: Banks— Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. **Space closes Sept. 9.**

November: Offices—Specialized editorial, plus extra circulation to 5,000 office managers/facility planners. **Space closes Oct. 10.**

December: Store Planning—Practical information, plus extra circulation to 5,000 planners, developers and managers of stores, chains and shopping centers. **Space closes Nov. 10.**

February: Health Care—Specialized health care data, plus extra circulation to 5,000 health care executives. **Space closes Jan. 10.**

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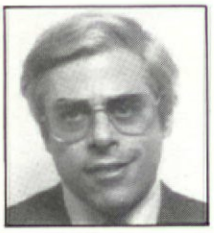
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How to Computerize Your Design & Planning

Sponsored by Gralla Publications' CONTRACT and FACILITIES DESIGN & MANAGEMENT Magazines

March 2, 1983
Dallas Market Center
Dallas, Texas

Seminar Leader
Robert L. Engel



Robert L. Engel is President of R. L. Engel & Associates, Chatham, NJ, which is a consulting firm specializing in computer applications to facilities management, design, and furniture and furnishings management.

Mr. Engel was formerly associated with Environmental Research & Development Inc., as executive vice president; Resource Dynamics, Inc., as vice president of operations and systems development; Environetics International, as project director; and the Architects Collaborative—Johnson & Burgee, Minoru Yamasaki, Swanke Hayden & Connell—as architectural project manager.

In addition, Mr. Engel is a registered architect in New York, New Jersey, Connecticut and Pennsylvania, and is certified by the National Council of Architectural Registration Boards. He holds professional membership in American Institute of Architects, National Computer Graphics Association, World Computer Graphics Association, SIGGRAPH, New York Society of Architects and American Planning Association.

A well-known author and lecturer, Mr. Engel has been awarded a B.A. in Art History from the City College of New York, an M.S. in Computer Graphics from Massachusetts Institute of Technology, and an Architectural Certificate from the Boston Architecture Center.

If you are seriously considering computerization for your design, drafting and/or planning firm, this seminar will:

- help you determine if you really need a computer system
- provide you with a step-by-step guide to obtaining the right hardware/software system for your operation.

Seminar Outline

I. INTRODUCTION
- What Computerization Means to Design & Planning Industries
- What It Can Accomplish

II. SIX CATEGORIES OF SYSTEMS CURRENTLY ON THE MARKET
- What they are—Computer-Aided Design/Drafting Systems, Computer-Aided Building Management & Maintenance Systems, Office Automation Systems, Inventory Control Systems, Real Estate Management Systems, and Computer-Aided Planning Systems
- Their Functions—Limitations and Benefits
- Their Costs
- Corporate Usage/Experience with Systems

III. THE EVALUATION PATH TO COMPUTERIZATION

Discover how to:
- Investigate the Possibility
- Define Needs
- Develop Outline Specifications
- Identify Vendor Community
- Request and Analyze Information
- Determine Cost Parameters
- Analyze Cost Benefits
- Develop Request for Proposal —Vendor guarantee of cost and performance of system
- Implement —Test product/train staff/ document

IV. CASE STUDY
- Find out—in advance—how other companies became computerized; how they began; benefits/pitfalls; "real" costs

V. QUESTIONS & ANSWERS
- Ample time will be allotted to answer questions and address your specific needs

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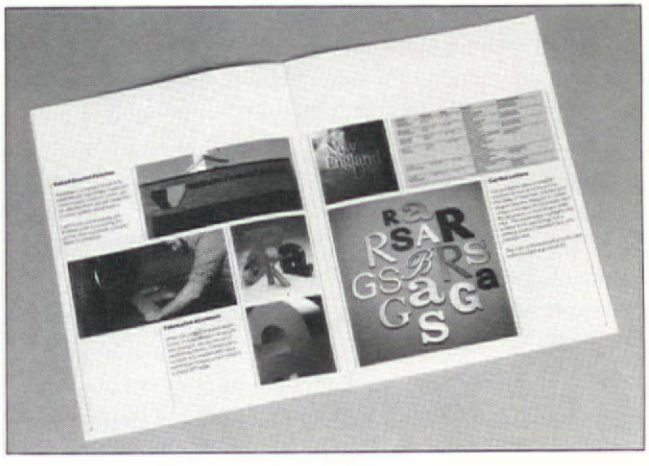
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CATALOGS & BROCHURES

Virton™ and Dura-Glass™ fiberglass wallcoverings are the subject of a new brochure from Johns-Manville. Six-page booklet lists product features such as inert composition, easy application, and flame-resistance. **Circle No. 400.**

New catalog from Landscape Forms overviews Trestle—a group of benches, tables, kiosks, and litter receptacles for interior and outdoor applications. Products complement firm's previously introduced accessories offerings. **Circle No. 401.**

Prices, manufacturing methods, and color choices for Spanjer signage products are the focus of recently released literature. Products are available in a wide range of materials for both wall-hung and freestanding applications. **Circle No. 402.**



Steel Art offers a four-color signage catalog to designers and specifiers. Covered are cut out, fabricated, subsurface, and metalphoto® signage. **Circle No. 403.**

Premier Art & Design offers a four-color catalog depicting a range of metal art products. Complete wholesale price list is included. **Circle No. 404.**

Four new catalogs are available from Amstore. Booklets detail the firm's Showcase Panel Collection featuring all-welded steel frames; groove wall and slat wall display panel systems; Design III fitting room system; and E-Panel system. **Circle No. 405.**

InterRoyal freestanding bookstacks are designed for libraries. Both bracket and case-type bookcases are featured in a new 16-page brochure. **Circle No. 406.**

Varied signage products from Environment Graphics Systems are outlined in a black and white brochure. Booklet gives prices for both nameplates and signage inserts. **Circle No. 407.**

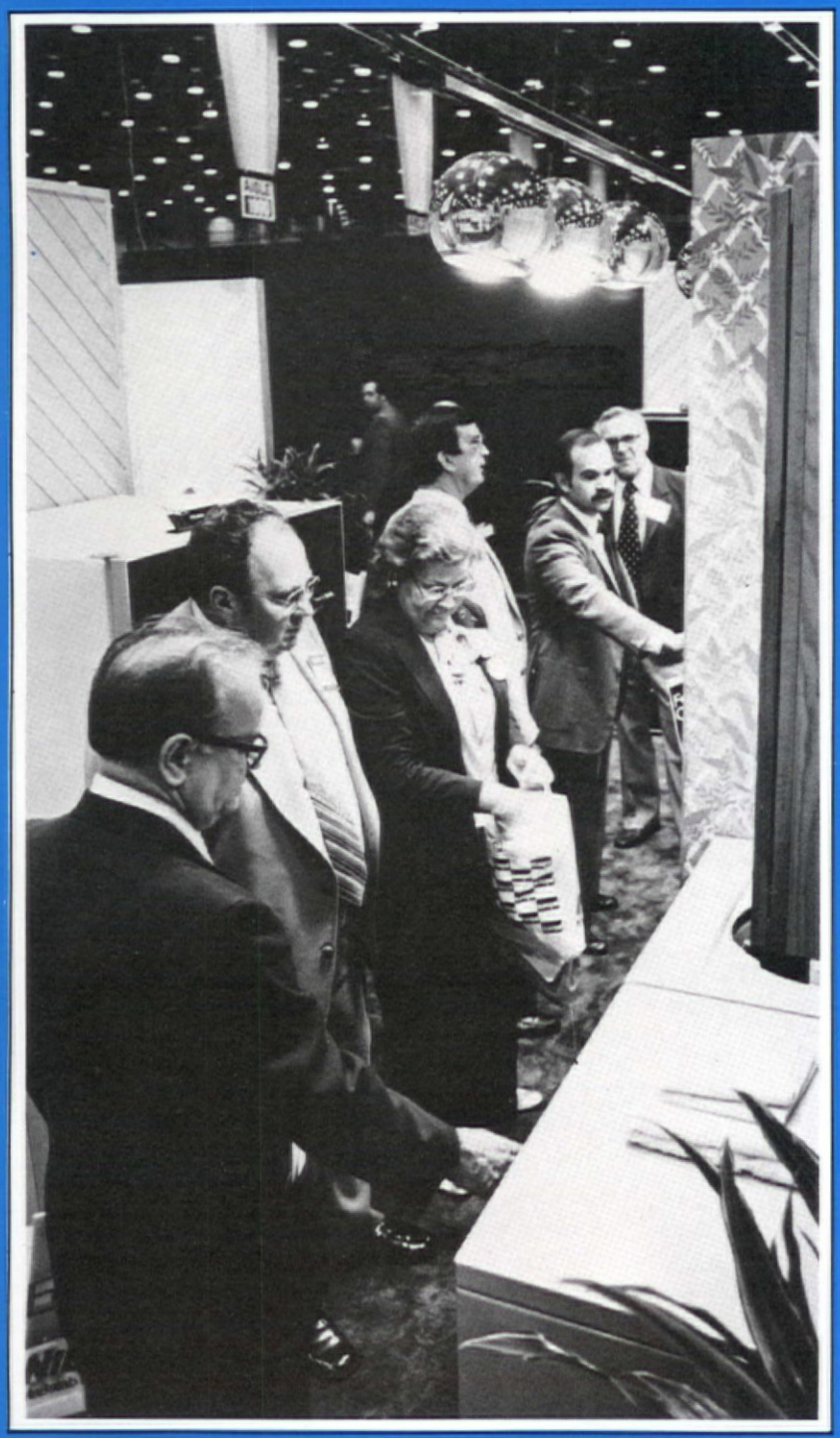
Ergotech ergonomic seating from Nightingale is the subject of a new four-color catalog. Detailed are all movable and adjustable parts and components that enhance user comfort. **Circle No. 408.**

Pervel Contract Brochure for the commercial wallcovering market covers 12 patterns in 108 colorways. Introduced is Dimensional Swade, a carpet look for walls. **Circle No. 409.**

2nd annual

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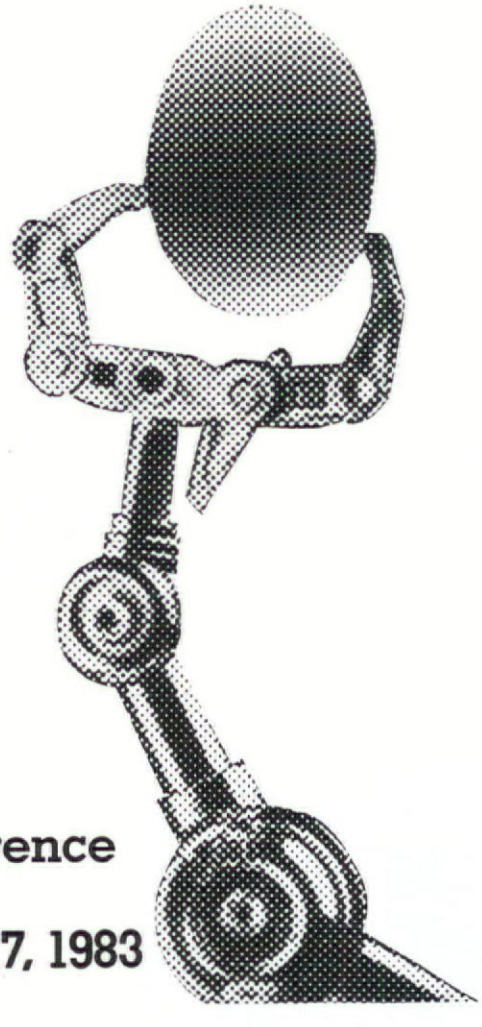
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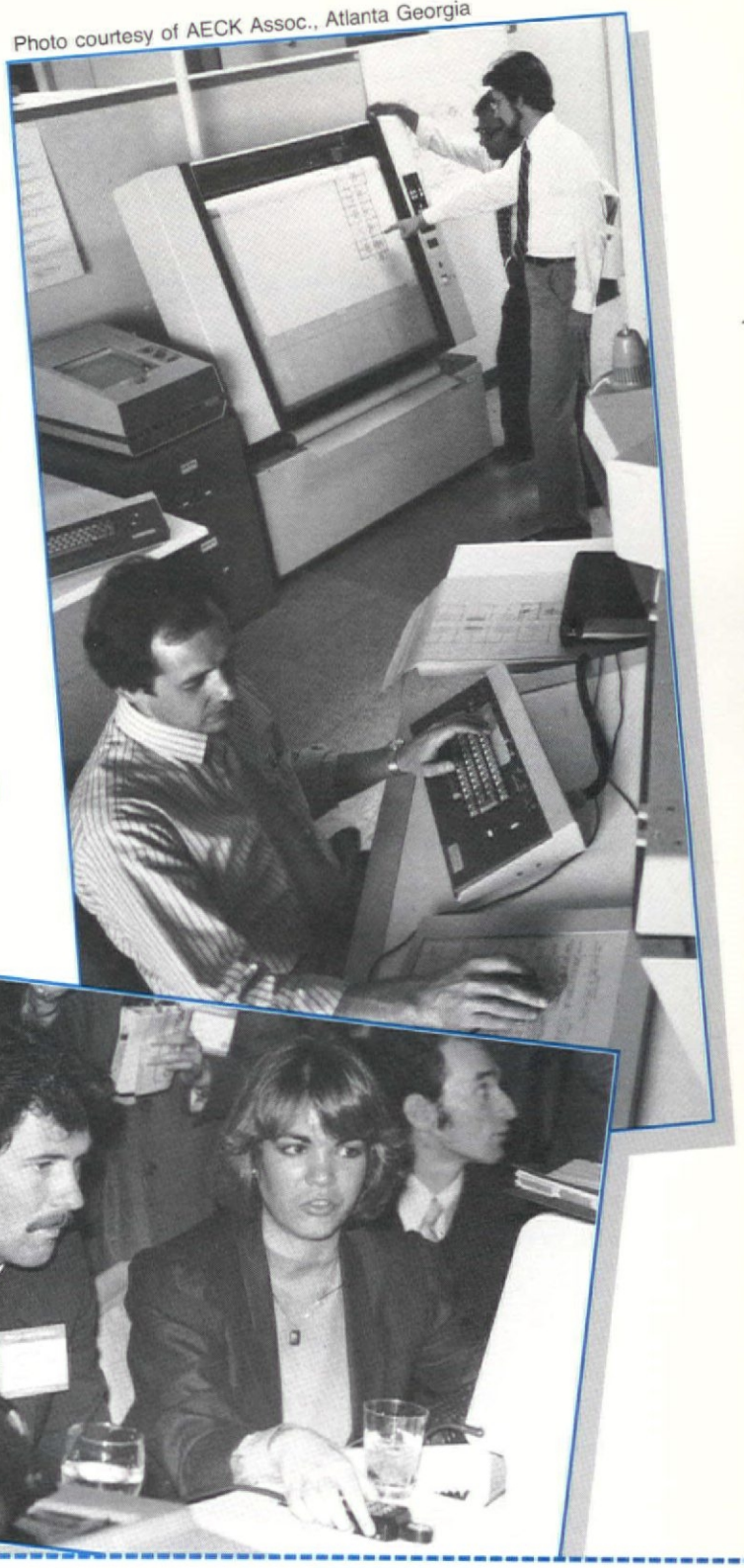
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